Samantha Zhang

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Core Competencies: 0-to-1 Product Strategy • Complex Workflows • Design Systems • Multimodal & Emerging Interfaces • Data Design

Experience

Co-founder | Agave (Backed by YC and Accel) | Oct 2021 - Jan 2026

- Owned end-to-end product and interaction design strategy, scaling Agave to a profitable $6M+ ARR business with 400+ customers, from SMBs to ENR Top 400 Contractors.
- Transformed clunky construction finance workflows into a seamless, intuitive product, from concept to prototype and to production. Achieved 17x customer growth in year one, driven by referrals from delighted customers.
- Led hands-on UX research and prototyping sessions with pilot customers, establishing playbooks for complex use cases, enabling new teams to onboard new users with ease.

Sr. UX Designer | Amazon Alexa | May 2017 - Sept 2021

- Led conversational and multimodal UX design for Alexa AI Knowledge, enabling engineering teams in Boston, London, Santa Barbara, and India to build consistent, delightful experiences.
- Transformed complex data (stocks, elections) into glanceable, conversational moments across voice and screen.
- Crafted core design patterns for Alexa Design System for data display on all devices.
- Pioneered a multimodal satisfaction framework, enabling teams to learn from the end user, understand the nuances in their expectations, and deliver more engaging experiences.
- Designed and shipped internal curation tools that accelerated content creation for 50+ knowledge engineers, enabling the launch of Alexa Knowledge Skills.

Design Lead | Graphiq (Acquired by Amazon) | Feb 2014 - May 2017

- Designed flagship data visualization products, driving 300M+ monthly impressions through syndication with AP & Reuters.
- Established the company's first design system and production-ready HTML/CSS pattern library, unifying brand identity and accelerating development across web, iOS, and Android.
- Contributed design leadership that played a key role in company acquisition by Amazon.

Education

M.S. Integrated Marketing Communications

Northwestern University, 2013
GPA: 4.0

B.A. Communications

Fudan University, 2011

Speaking

Learning from Lego: A Step Forward in Modular Web Design

Amazon WebDevCon, 2019

Data Visualization for Alexa

Conflux, 2018
Amazon's Design Conference

Awards

Top 50 Vertical SaaS

BCV x Headline, 2023

Category Winner at Creating Reality Hackathon (VR/AR)

USC, 2018

Euro RSCG Tatham Award (5%)

Northwestern University, 2014

Skills

Design Tools:
Figma, Sketch, Adobe Suite
High-Fidelity Prototyping:
HTML, CSS, JavaScript, React, Unity, Blender
User Research:
Quantitative & Qualitative