

# Samantha Zhang

samanthazhang.com · linkedin.com/in/samanthaz

847-868-6679

hello@samanthazhang.com

Sunnyvale, CA

## Experience

**Co-founder, Head of Design | Agave** | Oct 2021 - Jan 2026

- Drove the founding product vision and design strategy, securing YC & Accel seed funding and scaling the company to a profitable \$6M+ ARR business with 400+ customers.
- Owned the end-to-end design and product strategy for Agave Sync, leading the cross-functional team to launch a new product line that achieved 17x customer growth in its first year and now accounts for over 70% of company revenue.
- Refined the core product UX through hands-on leadership of the first 30+ customer implementations, then codified the process into a scalable playbook that enabled a new team to deliver the industry-leading experience.

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

- Defined the end-to-end UX architecture for knowledge visualization across all Alexa multimodal devices, creating the foundational framework for all fact-based answers from election maps to stock charts.
- Contributed foundational data visualization design patterns to the central Alexa Design System, influencing the evolution of its core visual style and raising the bar for data-rich experiences.
- Pioneered the first framework to measure multimodal customer satisfaction, establishing a new standard of quality that empowered product teams with actionable levers to improve the user experience.
- Designed and shipped internal curation tools that accelerated the content development pipeline for 50+ knowledge engineers, enabling the launch of new external-facing Alexa Knowledge Skills.

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

- Designed the company's flagship data visualization product, driving 300M+ monthly impressions through syndication with AP & Reuters and serving as a key asset in the company's acquisition by Amazon.
- Established the company's first design system, wrote the production HTML and CSS pattern library that unified our brand identity and accelerated development across all web, iOS, and Android products.

## 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 Contech Startups**

CEMEX Ventures, 2025

**Top 50 Vertical SaaS**

BCV x Headline, 2023

**Category Winner at Creating Reality Hackathon (VR/AR)**

USC, 2018

**Euro RSCG Tatham Award (Top 5%)**

Northwestern University, 2014

**Core Competencies:** Design Systems • UX Architecture • B2B SaaS • Data Visualization • User Research