Samantha Zhang

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Sunnyvale, CA

Core Competencies: Cross-Platform Interaction & Emerging Interfaces • Design Systems • SaaS • Data Visualization

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.
- Led interaction design from concept to high-fidelity prototype and the final design, including flows, wireframes, and detailed specs for Agave Sync, achieving 17x customer growth in year one and generating >70% of company revenue.
- Led hands-on UX research and prototyping sessions with enterprise customers, establishing playbooks for complex use cases, enabling new teams to deliver consistent, scalable experiences.

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, natural interactions.
- Defined the end-to-end UX architecture for all fact-based visualizations (e.g., stock charts, election maps), establishing cohesive experiences across voice, touch and display.
- Contributed core design patterns to Alexa Design System, standardizing data-rich experiences across all devices.
- Pioneered a multimodal satisfaction framework, enabling teams to measure and optimize experiences, and improve user engagement.
- 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 & Prototyping:
Figma, Sketch, Adobe Suite, Unity, Blender
Front-End Development:
HTML, CSS, JavaScript, React
User Research:
Quantitative & Qualitative