

# Samantha Zhang

samanthazhang.com · linkedin.com/in/samanthaz

## 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.

847-868-6679

hello@samanthazhang.com

Sunnyvale, CA

## 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