

Samantha Song

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User-experience focused Product Manager with 5 years of experience **driving core Windows innovations at scale** across desktop UX, AI surfaces, and remote app technologies. Recognized for crafting cohesive end-to-end user journeys, translating complex system architectures into intuitive experiences, and driving cross-org alignment and shipping high-impact features used by millions.

Experience

Microsoft | Product Manager 2

Jan 2021 - Present

- **AI Entity Detection & Intelligent Actions:** Led product and UX development for AI-powered entity detection and action APIs, defining user mental models, permission flows, and cross-app workflows to make AI actions discoverable, predictable, and low-friction. Partnered with teams such as Spotify and first-party Microsoft apps to launch intelligent actions powered by custom entities, improving task completion flows and deepening integration across the product ecosystem.
- **Remote App Streaming & Cloud Application Experience:** Drove cross-organizational alignment across Windows and Azure teams to modernize cloud-hosted app streaming, improving input reliability, latency, and cross-window interactions so remote apps behave like native apps. Strengthened the quality and performance of Azure-hosted application experiences, contributing to higher engagement and increased value for cloud-streamed workloads.
- **Emerging UX & Platform Features (Windowing, Lighting, 3D Visuals):** Shipped multiple experimental and high-visibility user experiences—modern windowing behaviors, RGB lighting for peripherals, and next-generation emoji rendering using industry font standards. Defined interaction models, safety limits, and end-to-end UX flows while partnering with design, hardware, and accessibility teams to deliver delightful, performance-optimized features at scale.

Pratt Fine Arts | Secretary of the Board of Trustees

Jan 2023 - Present

- Serving on the Board of Trustees, **advocating for inclusive, accessible arts education** and strengthening support for Seattle's local arts community.
- Member of the Executive Committee as Secretary, **leveraging organizational and project-management skills** to coordinate board operations, documentation, and governance rhythms.
- Contributed to the Events & Outreach Committee, planning and executing community events designed to increase engagement, raise awareness, and **drive critical fundraising efforts for this nonprofit arts institution.**

Front-End Developer | Various Projects

2018 - 2020

- Built responsive web and mobile interfaces using **Vue.js**, **React Native**, and **Firebase**, delivering end-to-end front-end solutions across fitness, biomedical, and museum experiences.
- Designed user interfaces and high-fidelity prototypes in **Adobe XD**, translating research insights and market analysis into intuitive, production-ready UI flows.

Education

Santa Clara University, Santa Clara, CA

M.S. in Engineering Management and Leadership

September 2019 - June 2020

B.S. in Web Design and Engineering

September 2015 - June 2019

Minors in Computer Engineering & Studio Art