Samantha Zane Sanchez

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EDUCATION

University of North Texas — Denton, TX
Bachelor of Arts in New Media, Minor in Computer Science & Art History — *Aug. 2021 – Dec. 2024*

Institute of American University — Aix-en-Provence, France
Coursework in Art History — *June 2023 – July 2023*

Texas A&M University — College Station, TX
Master of Science in Visualization — *Aug. 2026 – Ongoing*

EXPERIENCE

Ducki (Startup) ducki.ai — May 2024 – Present
Software Engineering Intern — *Austin, TX*
- Implementing retrieval augmented generation (RAG) to create personalized AI tutor to improve learning & retention
- Refactored PostgreSQL queries and implemented Redis caching for user session data, reducing API response times by 40% and improving overall application performance
- Collaborated with team to develop key features such as quick learning sessions, voice-to-text, OAuth, and PDF splitting using AWS, Next.js, and tRPC

BeAware - nonprofit org — June 2025 - Present
Social Media Intern — *Remote*
- Designed and implemented user-focused content strategies for Instagram and the organization's website to improve digital engagement and readability.
- Led content planning and execution across Instagram and website to align with BeAware's mission.

5p Marketing — Aug 2022 – Present
Web Developer & Assistant Stage Manager — *Fort Worth, TX*
- Designed and developed website for Fort Worth Michelada Festival, increasing web traffic by 15% tracked through Google Analytics. Utilized HTML/CSS, UI/UX principles, and user research to develop strategy for targeted marketing campaigns.
- B2B experience coordinating with stakeholders and vendors to manage food & beverage logistics, sponsorships, and community engagement, optimizing event branding and audience experience.
- Collaborated with marketing/design teams to streamline social media content creation, increasing engagement for key events like Viva Tejas by Texas Rangers, Michelada Festival, and Fort Worth Art Festival.
- Facilitated artist setup and stage logistics, organized scheduling, and ensured proper safety practices and handling of detail-oriented productions.

President of New Media Cooperative — Aug 2022 – Dec 2024
Lead Web Developer — *Denton, TX*
- Sole website Developer for my New Media Cooperative website with use of HTML, CSS, & Javascript; the site showcased the organization's mission and projects, contributing to a 30% increase in membership.
- Collaborated with Composers Forum on Lumia Musica (2022/2024) to create multimedia and 3D animated simulations performed at Merrill Ellis Theater. Developed promotional content that led to a 55% increase in audience attendance.
- Led workshops on Blender 3D modeling and TouchDesigner, sharing skills in multimedia creation.

Hospitality — Oct 2023 – Present
Embassy Suites Convention Center by Hilton - Front Desk Agent / Loews Hotel & Co - Room Service Supervisor — *Denton/Arlington, TX*
- Utilized CRM tools to manage B2B corporate accounts, B2C guest interactions, and maintain customer databases.
- Supervise and coordinate room service operations, leading a team of 8+ staff members, to maintaining 95% guest satisfaction ratings.
- Operate PBX phone system to manage internal and external calls.

PROJECTS

Portfolio Website | *HTML, CSS, Javascript* — Aug 2024
- Developed a personal portfolio website hosted on AWS, showcasing 3D design projects, Figma prototypes, and professional background. Utilized HTML and CSS to create a responsive and engaging platform for potential employers and clients.

Android Cafe App | *Kotlin, Git* — Aug 2024
- Structured an Android Cafe Application using Kotlin with mapped user flow for intuitive engagement and smooth navigation. Wireframed and prototyped with figma for optimal design. Implemented constraint layouts following responsive UI design principles for usability and consistency.

Book Club App | *JSX, React, Tailwind, Vite, VS Code* — Feb 2025
- Designed wireframes and high-fidelity prototypes in Figma for a data driven book-tracking app, focusing on user-friendly navigation and progress tracking. Currently developing a tailwind UI and React-based dynamic book progress application.

Touch Responsive Arduino LEDs | *Arduino, Blender, LEDs* — Oct 2024
- Created 3D Blender animation paired with 3D-modeled and printed geodesic dome. Visualized data by transforming input of touch-responsive LEDs using Arduino CapacitiveSensor library.

TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript, Python, Kotlin, Java, C/C++, JSX
Frameworks/Libraries: React, Node.js, Angular, Bootstrap, Tailwind, Material-UI, FastAPI
Dev Tools: Blender 3D, TouchDesigner, Maya, Git, VS Code, Figma, AWS (S3, Lambda, Amplify), Next.js, tRPC, GCP, Salesforce, Adobe
Certifications: UT Full Stack Software Development, CCNA, AWS Lambda Foundations, IBM AI Fundamentals