

# Samantha Zhang

Full-stack Designer

## Experience

### UX Designer—Amazon.com, Inc.

May 2017—Present

- Designed and help developed data visualizations for Alexa on Echo Show, Echo Spot, FireTV, Fire Tablet, and other Alexa-enabled multimodal devices.
- Added design primitives and patterns to Alexa's design system and influence its visual style.
- Designed internal and external data visualization and answer curation tools.

### Design Lead—Graphiq Inc. (Acquired by Amazon)

Feb 2014—May 2017

- In charge of all Graphiq products, internal and external tools, HTML + CSS pattern library, and brand identity design.
- Designed Graphiq data visualizations cards, which were embedded by major publishers like Associated Press, Reuters, Yahoo, and MSN, generating 300 million impressions per month.
- Designed and coded data-driven videos, and a video editing web application.
- Designed iOS and Android apps.

## Articles

### Crafting Design Systems for Big Data

Design.blog, May 2017

### Learning from Lego: A Step Forward in Modular Web Design

A List Apart, Dec 2016

### Finding the Color Palettes for Visualizations

Graphiq Blog, Nov 2015

### Tutorial Series: Building a Blog with Parse.js

Tuts+ Code, 2014—2017

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## Education

### M.S. Integrated Marketing Communications

GPA: 4.0, Northwestern University, 2013

### B.A. Communications

GPA: 3.21, Fudan University, 2011

### VR Developer Nanodegree

Udacity, 2018

## Awards

### Winner of Content Production Category at Creating Reality Hackathon

creatingrealityhack.com, 2018

### Winner of Graphiq Hackathon

Graphiq Inc., June 2015

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

Northwestern University, 2014

### 50 College Startups

collegestartup.org, Fall 2013

### Winner of imo Hackathon@Northwestern

imo.im, Nov 2012

## Skills

### Design and Front-end Development

Sketch, Photoshop, Illustrator, After Effect, HTML, CSS, Javascript, React, Backbone, Parse.js, and Android Layout.

### User Research and Data Analysis

A/B testing, UserTesting.com, in-depth interview, netnography, marketing research, SPSS, SAS, R, and Python