

# Samantha Zhang

Full-stack Designer

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## Experience

### Design Lead—Graphiq Inc.

Feb 2014—Present

- Sole designer in charge of product design, HTML + CSS pattern library, and brand identity.
- Designed Graphiq data visualizations cards, which are embedded by major publishers like Associated Press, Reuters, Yahoo, and MSN, and are getting 300 million impressions per month.
- Designed tools to help publishers find the visualizations they want.
- Designed and coded (HTML + CSS) data-driven videos, and a video editing web application.
- Designed iOS and Android apps

### Co-founder—Tiviti Inc.

Jan 2013—Feb 2014

- Launched an iPad note-taking app called “Chisel.” It integrated typing, drawing, and annotating functions seamlessly.

### CEO—Fudan University Student Website

Sept 2007—June 2012

- Managed the largest student website at Fudan University, with over 80 student employees.
- Provided campus news, search, events calendar, and live broadcast services through 10 sub-sites.

## Education

### M.S. Integrated Marketing Communications

GPA: 4.0, Northwestern University, 2013

### B.A. Communications

GPA: 3.21, Fudan University, 2011

## Awards

### 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

## Articles

### 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

## Skills

### Design and Front-end Development

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

### User Research and Data Analysis

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