

Samantha Zhang

Full-stack Designer

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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

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