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**Samantha Le**

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**Education**

**UNIVERSITY OF MASSACHUSETTS, AMHERST**

Amherst, MA

Bachelor of Arts with Individual Concentration in Human-Computer Interaction and Design.

May 2028

- GPA: 3.9
- Commonwealth Honors Student
- Minor: Information Technology
- Certificate: Design and Creative Technologies
- Relevant Coursework: Intro to Programming, Digital Cultures, Social Psychology

**Skills & Interests**

**Technical:** HTML, CSS, Python, Bootstrap, Adobe CC (Ps, Dw, An), Wix, Canva, AutoCAD, Revit

**Skills:** Leadership, Communication, Teamwork, Design-thinking, Product-thinking

**Language:** Native English, Proficient Latin

**Leadership and Activities**

**ALANA ENABLED**

San Ramon, CA

**UI/UX Design Intern**

May 2025 – Present

- Contribute to the UI/UX enhancement of the Alana App, Alana Marketplace, and associated websites, including wireframing, prototyping, developing design strategy, and clearly articulating design decisions
- Conduct basic market research to ensure that the UI/UX will be familiar to Gen Z users and easy for them to navigate, balancing business and user goals
- Introduce Alana to others on campus to generate awareness and potential feedback

**UMASS AMHERST PRODUCT MANAGEMENT**

Amherst, MA

**Executive Board**

December 2024 – Present

- Organize and spearhead workshops, industry webinars and weekly meetings to foster product thinking among members
- Collaborate with e-board to plan and execute club initiatives involving recruitment and product management concepts
- Represent club at campus events, including hackathons and CICS activities, to recruit new members and increase visibility

**UMASS AMHERST DESIGN CLUB**

Amherst, MA

**President**

December 2024 – Present

- Oversee all club operations by establishing and managing the executive board structure, ensuring smooth coordination across three subteams
- Spearhead and prepare materials for weekly general body meetings
- Manage administrative tasks, including annual club registration and booking venues for meetings and events
- Coordinate financial operations with the treasurer, managing budgets and transactions, to ensure logistics and costs are well aligned
- Direct marketing strategies, identifying key social media platforms to enhance outreach

**UMASS AMHERST DESIGN CLUB**

Amherst, MA

**Social Media Team**

October 2024 – December 2024

- Manage email communications using Mailchimp to keep members informed and engaged
- Designed visually engaging Instagram posts and stories to drive member engagement