

Sarah Zhang

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WORK EXPERIENCE

Howie AI, Remote — *Product Designer*

December 2023 - March 2025; February 2026 - Present

- As the first hire, designed and built features from concept to production for an AI scheduling agent, including personalized onboarding, preferences, briefings, billing, and internal data-labeling tools. Launched a referral program that accounted for 48% of new paying customers over the following quarter.
- Redesigned and shipped onboarding for the agent's new SMS channel, raising completion from 54% to 71%.
- Developed proactive messaging features such as calendar alerts, when-to-leave nudges, and meeting-note follow-ups. Calendar alerts alone flagged 700+ issues that users then asked the agent to handle.
- Own the illustrated monthly recap end to end: art direction, prompt design, LLM evals, image generation, and SMS delivery of ~400 personalized recaps each month.

Lit Protocol, Remote — *Design Engineer*

October 2022 - December 2023

- As the sole designer on a team of 10, built JavaScript SDKs and React starter apps that helped developers add simpler, safer wallet onboarding to their products.
- Owned design and frontend for domain-linked wallets and redesigned the company website and developer docs.

Racket, Remote — *Product Lead & Frontend Developer*

April 2021 - October 2022

- As the product lead, owned user experience, interface design, QA, and release management for a social audio iOS app that reached 4K+ published posts, 75K listens, and 30K sessions.
- As the sole frontend developer, shipped core features like a multiplayer recording studio, audio DMs, and playlists for the web app that scaled to 20K+ users, 10K published posts, and 40K minutes of content.

Capiche, Remote — *Frontend Developer*

February 2020 - April 2021

- As the 4th employee, designed and implemented core features like onboarding, notifications, search, and product wikis for a community platform that reached 2M+ web impressions and ~10-20% month-over-month growth in active users, posts, and pageviews. Acquired by Vendr.

ADDITIONAL EXPERIENCE

Women Build Web3, Remote — *Core Team*

February 2022 - January 2023

- Led design of 30daysofweb3.xyz, an online full-stack web3 development curriculum that garnered ~40K pageviews, 2.3K+ registrations, and 2.5K+ mentions on Twitter after launch.
- Managed a treasury of \$150K+ and operations such as invoicing, bookkeeping, and payroll for 25 members.
- Coordinated with Developer DAO and 14 companies to program, market, and execute a virtual conference and hackathon with a \$65K prize pool that resulted in ~3K registrations, 58 submitted projects, and 23 winning teams.

SKILLS

Programming Languages: TypeScript, JavaScript, HTML/CSS

Libraries & Frameworks: React, Next.js, Tailwind CSS, Motion, Three.js

Tools & Platforms: Git, GitHub, VS Code, Figma, Paper.design, Blender

EDUCATION

Northeastern University, Boston, MA

2014 - 2019

Bachelor of Science in Computer Science & Cognitive Psychology