

# Samantha Kalita

Strategy. UX Design. Collaboration. Leadership.

## Skills

Strategic Roadmapping & Planning  
User Experience (UX)  
Data Analysis & Optimization  
Cultivating Relationships  
Emotional Intelligence  
Communication Skills  
Presentation Skills  
Research  
Innovation  
Collaborative Problem Solving  
Adaptability  
Quality-Focused  
Systems Thinking

## Tools

Figma  
Adobe Creative Suite  
CRM / CMS Platforms  
ChatGPT / Perplexity  
Microsoft Office & Teams  
Jira

## Education

### Master of Science Industrial Engineering

Human Factors focus  
Purdue University

### Bachelor of Science Mechanical Engineering


Minor in Mathematics  
Rose-Hulman Institute of Technology

## Contact

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 (630) 220-2630

 Remote from Waynesboro, PA

Data-driven, insightful, and passionate UX leader with 10+ years of success working with high-performing teams and building impactful experiences. Skilled in optimizing engagement and enhancing retention, through strategic insights, research, innovative solutions, and relationship-building.

### Sales Development Representative

Sept - Nov 2024 // Generation and HubSpot - Remote

- Completed 320 hours of training focused on lead qualification, strategic outreach, and relationship-building to drive successful pipeline generation, exceed performance metrics, and enhance customer retention and satisfaction.
- Leveraged AI tools like ChatGPT and Perplexity to streamline workflows, enhance brainstorming sessions, and improve productivity.

### Founder and Design Lead

2021 - 2024 // Width by Height WxH Inc. - Corvallis, OR

- Secured over \$10k in funding through compelling pitch presentations, demonstrating value propositions effectively to stakeholders.
- Developed and delivered engaging client presentations, aligning product features with customer needs, resulting in increased customer awareness.
- Implemented targeted email outreach strategy, growing newsletter subscriber base by 100+ with a 70%+ open rate, with compelling content.

### Marketing Coordinator

2020 - 2021 // The Majestic Theatre, City of Corvallis - Corvallis, OR

- Exceeded annual revenue targets for 503c community theater by achieving fundraising goal three months ahead of schedule.
- Cultivated and maintained professional partnerships through strategic communication and community engagement, expanding network of potential leads, customers, and benefactors.
- Optimized marketing website to increase ticket sales and improve user experience, reducing churn and customer service issues.

### Senior User Experience Designer / Director of User Experience

2014 - 2017 - 2019 // Concentric Sky - Eugene, OR

- Diversified talent and expanded team capabilities through strategic hiring to grow expertise in accessibility and copywriting.
- Continually iterated on processes and templates to increase team efficiency and improve the quality of deliverables.
- Crafted persuasive proposals and presentations, effectively communicating complex ideas and driving business growth.
- Worked with internal and external stakeholders to define high-level goals and requirements as part of the discovery process.
- Applied critical, user-focused design thinking as well as data-based research to inform approach and strategy to increase user retention and satisfaction.