

Samantha Kalita

Connector · Discerner · Multiplier

How I create impact

Vision + leadership

direction setting, problem framing, risk reduction, team enablement

Strategy + systems

strategic planning, prioritization, systems thinking, process optimization

Insight + decision-making

sensemaking, market + customer research, pattern matching, data interpretation

Influence + execution

cross-functional alignment, communication, momentum building, collaboration

How I work

AI-assisted research, synthesis + ideation

Claude, Copilot, Perplexity

Creation + storytelling

Figma, Adobe Creative Suite

Workflow + coordination

Jira, CRM/CMS platforms

Google Workspace, Microsoft Office

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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 Washington DC metro area

Strategist with 18 years of experience helping organizations navigate complexity, reduce risk, and act decisively. Track record of tying design and strategy to commercial outcomes including revenue growth, expanded contracts, and high-impact delivery without added cost. A multiplier who builds up the people and the practice, not just the product.

Lead User Experience Strategist

Jan 2025 - present // ICF - Reston, VA (Remote)

- Established UX as a new strategic function within a division. Built working relationships with 15+ Directors and VPs across product, engineering, marketing, sales, and corporate, speeding up alignment and approvals.
- Raised the product's System Usability Score by 37% in 13 months, contributing to revenue that exceeded goal by nearly 50%. Introduced benchmarking, ran six-month review cycles, and documented progress for shared visibility.
- Built a task-order model that closed UX skill gaps in less than 21 days, replacing an ad hoc process that put project timelines at risk. Supported 11 engagements in the first year across UX, accessibility, communications, analytics, and research.
- Brought product into full brand alignment in six months with no additional budget, partnering with ICF's Creative Director in a 30-minute weekly review. Created a working design system with a reusable component library, resulting in faster development and more consistent designs.
- Member of EnergyInsite team awarded the 2025 Tech Impact Award for driving real and measurable change; Bronze and Pearl peer awards for team culture, cross-functional impact, network building, and strategic planning.

Founder

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

- Secured over \$10K in funding through pitch presentations. Invested in product tooling, branding, and a go-to-market strategy that included a 100+ subscriber newsletter with a 70%+ open rate.
- Made lean, strategic choices across product, marketing, and operations. Learned firsthand how to weigh investment against revenue impact.

Director of User Experience / Senior User Experience Designer

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

- Identified two organizational capability gaps and gained leadership buy-in for expanded service offerings (accessibility design and content strategy) that grew contract value by \$10K+ on existing accounts.
- Recovered a stalled project by mapping enhancements to dependencies, building a re-prioritized roadmap in two weeks, and getting delivery back on track within a month. Strengthened the client relationship and retained the account.
- Built reusable proposal templates and boilerplate service descriptions, cutting the time to produce custom proposals. Iterated based on client feedback.
- Applied user-focused design thinking and data-based research, including A/B testing and surveys, to inform strategy and increase retention and satisfaction.