

# Samhith Mitra

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<b>EDUCATION</b>			
MS, Human-Computer Interaction <i>Georgia Institute of Technology</i>			2024.8 - 2026.5

BA, Graphic Design <i>San Jose State University</i>			2015.8 - 2019.5
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## SKILLS

**Design:** Design Systems, User Experience Design, User Interface Design, Interaction Design, Wireframing, Prototyping, User-Centered Design, Information Architecture, Responsive Design, Visual Design, WCAG, Accessibility Design

**Research:** UX Research, Usability Testing, Journey Mapping, Personas, A/B Testing, User Flows, Heuristic Evaluation

**Technical:** HTML, CSS, React.js, Python, JavaScript, Responsive Front-End Design

**Tools:** Figma, Adobe CS (Xd, Pr, Ps, Ai, Id, & Lr), Sketch, InVision, Cursor, Axure, Atlassian, Miro, Zeplin

**Collaboration:** Agile, Scrum, Cross-Functional Collaboration, Design Thinking, Product Design

## PROFESSIONAL EXPERIENCE

Interaction Design Intern <i>Porsche Cars North America</i>	2025.3 - 2025.10
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**Summary:** Supported the design and delivery of Porsche's digital customer experiences by collaborating with cross-functional teams to create wireframes, prototypes, and dealer-facing platforms that balanced brand identity, usability, and accessibility.

- Collaborated with UX strategists, product managers, and engineers in Agile sprints to design wireframes, user flows, and interactive prototypes, improving task efficiency by 30%.
- Contributed to cross-functional sprint cycles, aligning UX/UI design with Porsche's premium brand identity and customer expectations, boosting engagement by 15%.
- Conducted UX audits of dealer-facing websites, uncovering usability issues and brand inconsistencies, leading to a 20% usability score improvement.
- Delivered stakeholder presentations using visual storytelling and journey mapping, improving alignment by 40%.

User Experience Designer <i>Dahlstrom Technologies</i>	2022.10 - 2024.8
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**Summary:** Led the design and delivery of digital products on a SaaS platform, creating user-centered experiences and a scalable design system for Salesforce applications, while collaborating on API integrations to improve data workflows and overall user satisfaction.

- Launched 4+ digital assets and led the end-to-end visual design process for multiple products, ensuring user-centered design principles and best practices were applied.
- Created a design system for Salesforce and SaaS applications, improving design scalability by 30% and increasing design efficiency by 20% through design language development.
- Collaborated on third-party API integrations and data workflows within Salesforce, enhancing data accuracy and user satisfaction via streamlined processes.

UX/UI Engineer <i>Align Technology (Invisalign)</i>	2020.3 - 2022.10
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**Summary:** Developed and delivered web and e-commerce experiences for Invisalign.com and corporate partners, leading cross-functional teams and implementing user-centered design solutions that increased engagement, conversions, and site traffic.

- Developed and implemented a web chatbot on Invisalign.com's homepage, reducing support tickets by 40% and enhancing 24/7 interactive support engagement.
- Achieved a 6x increase in conversion rate by removing e-commerce pain points and delivering a seamless user experience.
- Directed a team of 10 engineers to launch Invisalign 2.0, using Figma and JavaScript in cross-functional collaboration.
- Improved E-Commerce site traffic 2x and increased product page views by 1.5x.
- Designed and developed websites for corporate partners including NFL, Warriors, Hurricanes, UPS, Lifetime Fitness, and Charli D'Amelio, enhancing brand presence and digital engagement.

User Experience Intern <i>Reviver</i>	2018.1 - 2020.3
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Contributed to the design of the Reviver consumer-facing mobile app, developing mobile and web solutions for vehicle dealers and fleet management tools for remote vehicle registration, which improved dealer efficiency by 25% and reduced fleet processing time by 40%.

## PROJECTS

LendingClub (sponsored) <i>User Experience Researcher</i>	2024.8 - 2025.1
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Contributed to new product development for LendingClub, focusing on user-centered design by creating wireframes and high-fidelity prototypes to improve usability and accelerate design iteration.