Chris Geyer

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Principal Product Strategist | Philosophie | 2021-2022

Rapidly brought clients ideas to life by prototyping and researching through Lean UX methods

• Conducted user research interviews with participants to identify problems and opportunities for clients.

• Synthesized all research observations into a coherent set of findings and actionable recommendations.

• Analyzed product features from market competition to assess product/market fit.

• Articulated product vision in a persuasive way that aligned team & stakeholders.

• Defined product hypotheses and designed experiments to test those hypotheses.

• Prioritized features and tasks for research, design, and development activities across project teams.

• Actively participated and ran agile processes like writing user stories, grooming backlog, attending stand-ups.

• Led cross functional team creating a new small business loan application system.

• Explored concepts for Meta/FB around solving consumer home network connectivity problems for ISPs.

Lead UX Designer | OpenNMS | 2021

Began to guide an open source network monitoring solution through its first redesign to a new SaaS model

• Quickly integrated with a squad that was new to UX by delivering design concepts to get ahead of backlog.

• Led brainstorming sessions to prioritize vision of cloud offerings from executive stakeholders.

• Rapidly built prototype flows to iterate on MVP concepts for product team feedback.

• Identified UI inconsistencies within the application to prioritize front end work to be completed, making recommendations for new UI patterns and components to be included in an open source design system.

Senior Product Designer | Storable | 2019-2021

Served as first designer tasked with modernizing 20 year old self storage software application to the cloud

• Led all steps of the iterative design process from initial ideation in Figma to design validation & launch.

• Clearly articulated design decisions to engineering, highlighting the critical needs to be implemented.

• Synthesized key takeaways from user research to effectively communicate actionable recommendations.

• Launched in-product user survey to proactively build a volunteer list for feedback on future design work.

• Published product outcomes via confluence template to communicate short term priorities transparently.

• Validated hypotheses through customer interviews to iterate on design pain points & satisfy user needs.

• Streamlined features like daily accounting, migrating them to the browser platform in order to strategically position 20 year old service away from windows application and reduce customer churn.

• Learned React to build front end prototypes, improving design handoff to backend focused engineers.

• Implemented user behavior tracking in Google Analytics to help team start making data based decisions.

• Observed FullStory recorded user sessions to identify usage behaviors and inconsistent design patterns.

• Coded over 25 UX debt branches to clean up HTML/CSS patterns across pages developed in isolation.

• Enabled contactless move in options during initial COVID quarantine period, keeping business growing.

Lead Product Designer | Dude Solutions | 2018-2019

Acted as client liaison and owned app experiences as an integral member of Dude Labs innovation team

• Led the team, performing design, testing & delivery, from concept to viable app in 6 months.

• Researched client needs via site visits & ride alongs to understand how maintenance technicians work.

• Facilitated initial design session to focus our concepts into ideal, feasible & attainable efforts to build.

• Tested v1 app onsite with an engineering vendor to prove concept & pivoted direction as a result.

• Worked in Lean, iterative cycles using kanban to design, build and validate new app flows/features like a conversational UI, OCR, Floorplans, Mapping Assets and Taxonomy, so we could fail fast or move on.

• Partnered with a School District on beta feedback to reach MVP, ensuring we built no unneeded features.

- Crafted an OCR & conversational experience for non technical users to enter data in under 30 secs.
- Created a "Facility Innovator" research program to have a pipeline of available testers for our initiatives.
- Ran A/B tests on email content to determine which messaging caused more clients to sign up for testing
- Conducted hallway usability tests with staff to quickly get design feedback & validate hypotheses.
- Made xml & Kotlin changes in Android app to speed up development time on design updates using Git.
- Produced a go-to-market plan to on-board more clients, with a 3 year revenue potential of 43M.
- Designed app logo, landing page and Play Store marketing materials using Sketch.

Senior UX / Interaction Designer | Optum | 2016-2018
Served as a UX design resource on a variety of healthcare projects
- Represented users' voice on agile team, ensuring designs are understood & implemented appropriately.
- Designed & developed prototype of tablet application for nurses to document palliative care home visits.
- Developed javascript plugin to display UX annotation layers on top of high fidelity HTML prototypes.

Service Designer | City of Raleigh | 2011-16
Advocated for user experience design best practices to make the city's website more usable for citizens
- Served as product lead of raleighnc.gov, guiding site toward modern trends and leading a team of 3.
- Responsible for responsive design CSS update - one of the first of its kind for a government website.
- Learned Drupal to pilot intranet migration using mobile-first methods for design, content & development.
- Ran usability tests to identify essential citizen needs for parks, implementing template for over 90 parks.
- Utilized design studio methodology to engage staff ideas by sketching concepts for new pages.
- Performed A/B testing to determine success of designs, including slider/grid preference for news items.
- Oversaw design consistency and accessibility compliance across 1000 pages & 100 CMS editors, while growing site visitors by 25%, leading to winning local government "Best of Web Awards"
- Routinely shared analytics with content owners & discussed translating their goals into design patterns.
- Added easy access to popular pages on mobile to increase findability & reduce visitors' cognitive load.
- Optimized web page loads by reducing image sizes, implementing lazy load techniques, utilizing progressive enhancement, removing reliance on JS libraries and writing reusable SASS patterns for CSS.

UX Lead | Grasshopper | 2010-11
Fused user centered design into company process as first remote employee in a position created for me
- Created onboarding process for phone service to eliminate user frustration & cut support calls by 10%.
- Iterated on HTML/CSS prototypes by gathering user feedback during moderated remote usability tests.

Design Researcher | Messagefirst | 2007-10
Employed a variety of progressive techniques to redesign client web apps for this boutique design firm
- Conducted ethnographic research to identify users' needs & problems for use on data-driven personas.
- Facilitated brainstorming in collaborative sketching sessions to help clients generate design ideas.
- Produced high fidelity prototypes using customized HTML/CSS to test interactions and visual design.
- Recruited, moderated and monitored in-person usability tests to identify patterns and validate designs.
- Reduced online university application from 13 steps down to 3, using progressive reveal design pattern.
- Reorganized settings for help desk web application, reducing the amount of screens by 40%.

Drexel University - BS Info Systems & Human Computer Interaction, minor Human Factors/Business

Environmental Committee Chair at The Raleigh School - I plan, organize, and execute school-wide environmental initiatives, including recycling of school supplies, batteries & household hazardous waste.