

# MATT GEIGER

DESIGNER, RESEARCHER, SENSE MAKER & TRANSITION NAVIGATOR (HE/HIM)

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geigertron.com

## EXPERIENCE

### **General Motors**

2023—Today

#### **Vehicle Experience Transformation Manager**

##### **Research Lead, Customer Experience Fleet**

- Improved QA reporting tools for upcoming EV launches
- Tested and validated new vehicle quality assurance metrics

##### **Individual Contributor, Customer Journey Gigamaps**

- Enhanced situational awareness for Product Owners
- Aligned business strategy with customer needs
- Accelerated data-driven decision making

2021—2023

#### **Assistant Manager, Customer Journey Onboarding**

##### **Project Lead, myChevrolet mobile app early engagement**

- Increased new customer mobile app adoption rate by 40%
- Increased NPS by 7 points, \$270 million in annual revenue

##### **Project Lead, Customer Account CRM Transformation**

- Delivered service blueprint for customer dashboard
- Increased customer satisfaction & task completion by 20%

### **Carnegie Mellon University**

2022—Today

#### **Guest Lecturer**

*Interaction Design Studio: 3D Modeling with Fusion 360*

2020—2021

#### **Teaching Assistant, School of Design**

Design curriculum development, Dr. Jonathan Chapman  
*Hypersense Cybernetics*, Dr. Dina El-Zanfaly

2019—2020

#### **Research Assistant, School of Design**

*Climate Pathways*, Dr. Dan Lockton

### **Dezudio**

2022

#### **Consultant, Augmented Reality Project**

3D Tutorial and workflow, Apple iOS ARKit

2020

#### **Communication Designer, Internship**

*Brooklyn Laboratory Charter Schools, COVID-19 Playbook*

## EDUCATION

### **Carnegie Mellon University**

2021

#### **MPS, Design For Interactions**

Co-founder, *Students for the Exploration & Development of Space (SEDS)*, CMU Chapter

2020

#### **MA, Design**

Asst. Editor, *Design That Lasts*, Dr. Jonathan Chapman

### **Portland State University**

2018

#### **BA, Art Practices**

*Summa cum laude*

## SKILLS

3D Modeling  
Adobe After Effects  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Apple iWork  
Apple Xcode Reality Composer  
Arduino IDE  
Atlassian Trello  
Blender  
Augmented Reality Prototyping  
Co-design Methodologies  
Communication & Presentation  
Consumer Advocacy  
Cross-Functional Team Leadership  
Customer Journey Mapping  
CX Strategy  
Data Analysis and Interpretation  
Design Thinking  
Digital Prototyping  
Ethnographic Research  
Figma  
Human-Centered Design  
Human Factors Testing  
Interaction Design  
Interviewing & Moderation  
Iterative Design Process  
Learning Experience Design  
LucidChart  
LucidSpark  
Microsoft Azure DevOps  
Microsoft Azure OpenAI Playground  
Microsoft Office 365  
Miro  
Physical and Digital Prototyping  
Project Management  
Quality Assurance Metrics  
Qualtrics XM Discover  
Quantitative & Qualitative Research  
Research Planning  
Service Design  
Stakeholder Alignment  
Survey Design  
Usability Testing  
User Persona Development  
UserTesting.com  
Visual Design  
VoC (Voice of Customer) Analysis  
Folding Fitted Sheets