

Geordie Kaytes

strategist + designer + developer

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EDUCATION

Yale University (Davenport College)

Sep. 2004 to May 2008

Bachelor of Arts in Political Science with honors

Coursework:

Data analysis, probabilistic modeling, experimental research design, game theory, competitive strategy (MBA-level), advanced writing, painting, color theory

Activities & Leadership:

Yale Cricket: 9/05 to 5/08 (wicketkeeper, president)

Yale Economic Review: 9/05 to 5/06 (writer, production editor)

Boston Startup School (Product Design track)

Jun. 2012 to Jul. 2012

Professional accelerator run by the TechStars Boston team

UI/UX design: user-centric design; product identity; rapid prototyping techniques; usability testing

Product development: opportunity analysis; user engagement; agile process management; scaling

WORK EXPERIENCE

ZS Associates

Sep. 2008 to Mar. 2012

Sales & marketing strategy consulting for the biomedical and financial services industries

Promoted from Associate to Associate Consultant in June 2011

Process Design:

Conducted user research and designed communication tools, templates and protocols for the global business development and licensing process at a worldwide pharmaceutical corporation, spanning over 70 countries and 600 product lines

Led stakeholder research and made detailed recommendations on improvements to training and selling process for a 25,000-agent field sales force

New Product Launch:

Conducted in-depth interviews with key medical opinion leaders; synthesized findings and recommendations to inform launch strategy for a novel drug treatment, now at over \$1B in sales

Fielded and interpreted qualitative and quantitative primary market research for clients in oncology, genetic disorders, infectious diseases and women's health; assessed commercial potential, competitive landscape, and technical/regulatory issues in key therapeutic areas

Firm Leadership & Contributions:

Developed and delivered firm-wide training courses on global market research best practices, decision analysis, and disease area strategy

On basis on demonstrated leadership, selected as Associate track leader for Boston office, organizing professional development activities and social events

Conceived, designed and tested a new final round case interview; now used as the standard across the global consulting practice in the hiring of new Business Associates

OTHER PROJECTS

Boston Innovation Challenge

Mar. 2012

2-week mobile hack sponsored by Harvard Business School, Harvard Business Review, and the Boston Globe

2nd prize winner: built mobile web app using Python & JQuery Mobile to spread disaster prep awareness and education for the American Red Cross, and to engage younger citizens in the ARC mission

Self-Advocacy Method Online

Apr. 2012 – Present

Weaver Center initiative to build its current educational offerings for learning-disabled children into a web service

Product strategy and design: used storyboarding and persona techniques to design alpha product offering, integrating technical capability with 20 years of customer knowledge by key stakeholders

SKILLS & INTERESTS

Technical Frontend web stack (HTML/CSS/AJAX)

Art+Design HCI/UI/UX; Adobe CS (Illustrator, Photoshop, Fireworks); oil painting

Education Nontraditional education technology; motivational engineering; remote learning tools and challenges; decentralized/peer-to-peer educational platforms