Chris Geyer

userinfusion.com || chriswgeyer@gmail.com || 919.649.3989

Lead UX Designer | OpenNMS | 2021-present

Guiding a open source network monitoring solution through its first redesign to a new SaaS model
- Quickly integrated with a team that was new to UX by delivering design concepts to get ahead of agile squad.
- Launched user survey to proactively build a volunteer list for feedback on future design work.
- With no prior networking knowledge was able to get up to speed on complex functionality in a month to start working on enhancing the experience.
- Assisted in developing UI patterns and components for open source design system.
- Led brainstorming sessions to get overview of vision of cloud offerings from executive stakeholders.
- Rapidly built prototype flows to quickly iterate on MVP concepts with product team.
- Built initial versions of setting screens that were previously only accessible via changes in file system.
- Audited UI inconsistencies across open source application to develop list of front end work to be completed.
- Completed jira ticket to update front end layout issues on subscription page.

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 product design process from initial ideation to design validation & launch.
- Identified users' needs, pain points, and behaviors to advocate for the most impactful experience.
- Clearly articulated design decisions to engineering, while also assisting with feature execution.
- Refined product management outcomes to give team short term focus.
- Validated multiple bet hypotheses by conducting customer interviews to identify key pain points and iterate on design solutions to satisfy the customer needs to funnel work ahead of the squad's backlog.
- Published customer interview notes in order to communicate key takeaways to the entire product team.
- Worked through quick drafts of UI ideas by getting feedback from key internal teams like sales & support
- Migrated features to the browser platform in order to modernize 20 year old windows software program.
- Simplified cockpit style application interface into streamlined interface for daily accounting process.
- Built prototypes in React to smooth the UI design handoff to a backend focused engineering team.
- Implemented user behavior tracking in Google Analytics to help start making data based decisions.
- Observed FullStory recorded user sessions to identify usage behaviors and inconsistent design patterns.
- Worked on a cross functional team during initial COVID quarantine period on quick wins for customers, allowing them more contactless options to move in tenants, keeping their business growing.
- Coded 25 UX debt branches to clean up HTML/CSS patterns across pages developed in isolation.
- Scheduled local onsite to shadow users to build initial understanding of their behaviors & goals.
- Created templates for product bets & outcomes in confluence to transparently communicate priorities.

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 a 1 week design session to sketch ideal, feasible & attainable concepts to focus our efforts.
- Tested first app draft 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 education client on beta feedback to reach MVP, ensuring we built no unneeded features.
- Crafted experience so users could enter asset data as fast as possible using OCR & a conversational UI.
- 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.
- Conducted guerrilla usability tests with staff to get design feedback & quickly validate hypotheses.
- Made xml & Kotlin changes in Android app to speed up development time on design updates using Git.
- Handled 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.

Optum | 2016-2018
Served as a UX design resource on a variety of healthcare projects
- Represented user's voice on agile team, ensuring designs are understood & implemented appropriately.
- Synthesized key takeaways from user research to effectively communicate actionable recommendations.
- 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.

City of Raleigh | 2011-16
Advocated for user experience design by utilizing best practices to make progress on the city's website
- Served as product owner 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.
- Led intranet migration to Drupal using mobile-first methods for design, content & development.
- Created a template for 90 parks after running usability study to determine critical information for citizens.
- Utilized design studio methodology to engage staff and sketch ideas for new page templates.
- Performed A/B testing to determine success of designs, including slider/grid preference for news items.
- Oversaw design consistency across 1000 pages & 100 editors in CMS, while site visitors grew by 25%.
- Routinely shared analytics with content owners & discussed translating their goals into design patterns.
- Added easy access to popular pages on mobile to increase findability and reduce cognitive load.
- Ensured design and accessibility compliance of site which won local government "Best of Web Awards"
- 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.

Grasshopper | 2010-11
Served as remote UX Lead in a position created for me, fusing user centered design into company process
- Eliminated user frustration and cut support costs by creating an onboarding process for phone service.
- Iterated on HTML/CSS prototypes by gathering user feedback during moderated remote usability tests.

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 - B.S. in Information Systems & Human Computer Interaction, minor in Human Factors

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.