



MATT GACEK

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EXPERIENCE

McKinsey & Company - New Ventures

Senior Experience Designer

2019 - Current

Design and validate products throughout their entire life cycle while working closely with users, product managers, engineers, and other stakeholders.

Facilitate Design Thinking workshops, trainings, user research projects, and testing sessions, among other things.

Identify the right user problem to solve through research, inform product strategy, and distill requirements from stakeholders and product team members to create a single source of truth that acts as a North Star during development.

Salesforce Ignite

Senior Experience Strategist

2015 - 2019

Salesforce Ignite is a global team of strategist and designers leveraging human centered design to accelerate innovation and enabling organizations to change. We operate as strategic design partners throughout our 9-12 week engagement that delivers Vision, Value, and Transformation Roadmap.

Responsible for development and execution of creative concepts that help illustrate a future vision.

Create cross platform experience to illustrate product connections and relationships.

Visualize, design and conceptualize the user experience through mobile or web prototype.

Collaborate with product teams and solution engineering to develop new case studies that demonstrate future user experience.

Create innovative visual solutions to help better illustrate the overall experience to our clients.

Conduct quantitative and qualitative research to better understand the target personas and overall business.

Facilitate and structure design workshops that help create a collaborative environment, encourage human centered thinking, and ideate around a shared vision.

Goettsch Partners

Designer

2008 - 2015

Managing visual presentation material which is used in communications with current and perspective clients.

Translate conceptual, schematic, and creative direction into 3d prototypes, and client presentation models.

Design responsive prototypes and physical models to help clients understand design direction, visual scale, programmatic layout and surrounding context of the project.

Produce 3D physical and digital prototypes from conceptual stage to final presentation.

Facilitated in documenting international high rise project, and build relationships with outside consultants.

Contributed directly to development of design presentations, by graphically preparing drawings, diagrams and 3d models.

EDUCATION

DEPAUL UNIVERSITY

AUGUST 2012
B.A Finance

IIT Institute of Design

Design Camp
Executive Education

Northwestern University

Product Design and Dev.
Executive Education

LEADERSHIP

i.c stars|*

Mentor

HRET

Digital Strategy