



MATT GACEK

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Dynamic and results-oriented professional with extensive experience in leadership, operations, and design strategy. Proven track record of driving innovation, enhancing customer experiences, and managing cross-functional teams in fast-paced environments. Expertise in customer success, product design, AI/ML solutions, and strategic frameworks, coupled with strong communication and problem-solving skills. Adept at leveraging human-centered design principles, facilitating workshops, and aligning operational goals with business strategies. Passionate about integrating AI/ML technologies to deliver cutting-edge, user-centric products.

EXPERIENCE

Ivanti

Director - Design, Strategy & Innovation

2021 - Current

Lead a team of designers, IT consultants, facilitators, and value strategists to elevate customer experience and drive product adoption, focusing on AI-driven insights to enhance engagement.

Design and develop tools and frameworks that incorporate AI/ML capabilities to enhance strategic customer engagements.

Oversee cross-functional initiatives to align customer success strategies with business objectives.

McKinsey & Company - New Ventures

Associate Design Director - New Ventures

2019 - 2021

Directed multidisciplinary design teams to deliver innovative solutions across the product lifecycle, ensuring alignment with user needs and business goals.

Orchestrated Design Thinking workshops, comprehensive user research, and iterative testing to craft impactful strategies and enhance product outcomes.

Streamlined stakeholder requirements into clear, actionable design roadmaps, ensuring cohesive vision and seamless product development.

Advocated for user-first design principles, driving the creation of intuitive solutions that aligned with strategic business objectives.

Salesforce

Senior Product/Experience Strategist

2015 - 2019

Partnered with organizations globally to accelerate innovation through human-centered design and emerging technologies.

Led the development of creative concepts and cross-platform experiences to illustrate future visions and product connections.

Conducted quantitative and qualitative research to understand target personas and inform design strategies.

Facilitated workshops to foster collaboration, generate innovative ideas, and align stakeholders on shared visions.

Created high-impact visual solutions, prototypes, and roadmaps to guide transformation initiatives.

Goettsch Partners

Designer

2008 - 2015

Produced 3D digital and physical prototypes to convey design direction and project context, incorporating computational design techniques where applicable.

Designed and managed visual presentation materials for client communications and project proposals.

Collaborated with consultants to document and execute international high-rise projects.

Contributed to schematic and conceptual design phases through diagrams, drawings, and client presentations.

EDUCATION

DEPAUL UNIVERSITY

AUGUST 2012

B.A Finance

IIT Institute of Design

Design Camp

Executive Education

Northwestern University

Product Design and Dev.

Executive Education