



# CHRISTOS ROUSTEMIS

## INDUSTRIAL DESIGNER

OEM INDUSTRY EXPERT AND CREATIVE VISIONARY WITH THE COMPETENCE, EXPERIENCE AND ABILITIES TO DELIVER FROM CONCEPT TO PRODUCTION

### OBJECTIVE:

To serve and delight my future employers and their customers by creating a degree of beauty, value and refinement in the products and services they are already known for, as well as any new market entries I am able to talk them into.

### EDUCATION:

1998 Master of Arts degree in Industrial Design, Wayne State University, Detroit, Mi.

1990 Bachelor of Fine Arts, also Wayne State University Major: Industrial Design

### Application Proficiencies:

- Autodesk Alias 3D 2016
- Photoshop CS6
- StudioPaint 3D version 12
- Microsoft office <used as necessary>
- Sketchbook Pro, Sketchbook Designer
- GM UniGraphics/UG <surface/B-side engineering>

### CONTACT:

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### --Career Accomplishments & Highlights--

General Motors Design, GM Technical Center, Warren Mi.

Professor of Design: College for Creative Studies and Wayne State University  
2017-2019

Creative Liaison and Chief Consultant for Ideation Design LLC  
2017-2019

Design Lead: GM Design Advanced Lighting Technology & Materials  
2016-2017

Responsible for definition & execution of lighting technology and materials for ALL North American brands: Cadillac, Chevrolet, Buick & GMC.

- Connected local and global networks of ambient & task lighting suppliers to GM brands and products, saving GM an exponential amount of capitol per product life-cycle refresh due to my guidance, leadership and diplomacy.
- Managed strategic supplier relationships to deliver innovation for GM for over 7 years.
- Vetted, selected and awarded (with teamwork from GM Marketing, Purchasing and Engineering) the very best suppliers to GM programs, growing their business while at the same time providing cost-savings for GM brands.
- Selected suppliers who reduced GM cost by 15-20 % on lighting systems while exhibiting continuity (less proliferation) by leveraging volume across GM brands.
- Orchestrated and hosted Design, Purchasing and Engineering teams to "tech-days for suppliers," whereby suppliers would present their products, technologies and capabilities to GM for consideration on future programs.
- Tech Days produced measurable cost-savings for ALL GM brands while creating inroads to discovering the latest available technology.
- Delivered cross-branded design strategies to top GM Executive Leadership including Design VP Michael Simcoe, GM President Mark Reuss, and Cadillac Marketing Director Ken Kornas, (among many others) for actionable feedback in applying discoveries to future GM product portfolio.

Cadillac Interior Studio  
2010-2016

As the Design Lead, I led interior lighting + HMI harmony for ALL Cadillacs within today's showroom, ranging from 2013 until approximately 2029.

- 2013 SRX MCE Project and Design Manager: Start-to-finish integration of Gen-1 CUE (Cadillac User Experience) and cutting-edge first-to-market safety suite of radar, Lidar and driver-awareness systems.
- Consolidated light source origins (fewer LEDs) while using available sources for dual and multiple outputs, colors and functions. Prominent use of light piping and fiber-optics from a variety of cutting-edge suppliers, which saved 10-35% per interior.
- Responsible for 2D+3D development and A & B-side execution + overall interior design and lighting harmony & finished look of ATS, CTS, XTS, CT6, and XT5. Influenced showroom siblings ELR and Escalade.
- Supported a new technology supplier to execute the highest-contented mass-production product ever in the 2014 XTS.
- Delivered irrefutably beautiful nighttime execution. Video link to results is available at [media.gm.com](http://media.gm.com), to be reviewed in-person during interview.
- Spearheaded the on-screen palette of CUE and it's connection to the lighting colors within the cabin through color-correct seating bucks and tabletop properties.
- CES Cadillac CUE technology show case: Led the design of 2 unique CUE bucks revealed at CES and global auto shows. Results can be seen in text, images and video online, and in the CUE segment of [www.roustemis.com](http://www.roustemis.com)

## GM Design, prior and in addition to Cadillac Interior Studio:

2006-2009 GM do Brasil ISP (International Service Personnel): Managed Chevrolet Agile interior design team.

- Created and ran the first Global Components Design Studio for GMB. Led the connection of GMB studio to South Korea, Germany, Australia and the U.S.

2001-2002 GM/Suzuki ISP (International Service Personnel) in Hamamatsu, Japan

- Managed 2004 Chevrolet Equinox joint venture.
- Created new market entry with first-to-market features such as reconfigurable 2<sup>nd</sup> row seat, open center console storage and multi-use cargo compartment. Equinox exceeded all sales expectations by 20% through innovative design in a New Market entry for GM. Success has been attributed to it's innovative, functional and freshly styled interior.

2005 Managed Camaro Showcar interior which debuted at 2006 NAIAS and heavily influenced the production vehicle for 2 generations.

2003 Managed 2004 Buick Velite Showcar interior which was executed at Stile Bertone in Torino, Italy.

1999 Design Lead- 2000 Chevrolet Traverse Showcar 2000 Chicago auto show

1998 Managed Chevrolet Nomad Showcar exterior design and responsible for overall concept 1999 NAIAS (Detroit) debut.

Design Instructor

1991-2019

- Taught at every level from elementary school through university masters programs including faculty positions at Wayne State University and Center for Creative Studies

YM@D (You Make a Difference) Design Education + mentorship program  
2010-2017

Founder and Director of GM sponsored educational outreach program

- 1:1 Mentorships were created with professional designers and sculptors to give students real-world experience.
- Over 200 students have experienced YM@D thus far, resulting in over \$450,000 in scholarships enjoyed by participants and their parents
- Full-circle success has been enjoyed by many who have been hired directly into GM Design over the past 5 years, and many more going through design schools now. Details and images here:

<https://www.facebook.com/GMDesignEducation/>

### Achievements:

- 2D Artwork selected (through competition) for Brazilian car design book 2008.
- 2D Artwork s selected (through competition) for GM Design's Epcot Display, including limited edition signed lithographs and various retail items such as mugs and mousepads.
- Cover shot on Ward's Automotive News, February '99.
- Represented 2006 Camaro Showcar in publications too numerous to list.
- Full-page profile + watercolor renderings in April 1995 Automobile Magazine.
- Architectural Digest shot Oct 2000, GMTC piece.
- Esquire Nomad feature May 1999.
- Eyes On Design: continuous support of this charity + design outreach 1992-present.

### Affiliations:

- 2010-2014 Design Director for 3Disciplines, responsible for all corporate event graphics & visuals including redesigned logo and rebranded experience.
- Since 2011 I have helped 7 disabled athletes, including 4 U.S. veterans, across the Marathon finish line. Most were in assistance to and support of the Achilles International organization.