

Dale Geist

UX Designer, Front-end Developer, Drupal Site Builder

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OVERVIEW

UX designer (who codes) with an organized mind, top-shelf communication skills, an exacting eye for detail, and a focus on delivering a beautiful experience. Skilled in balancing business requirements, time and budget constraints, and end-user needs.

WORK EXPERIENCE

April 2007 - February 2014

Principal at Arcadian Webworks

Responsibilities

- UX design, front-end development, and Drupal site building
- Consult on web strategy
- Manage multiple simultaneous projects, often involving outside resources

Achievements

- Built a half-dozen Drupal websites for Jackson Family Wines brands from the ground up
- Redesigned Napa Valley Wine Train website
- Designed, built, and maintained a dozen Drupal sites for UBM, a world leader in technology conferences and publications

February 2014 - February 2016

Design Director at FreshGrass/No Depression

Responsibilities

- Sole designer and front-end developer for nodepression.com, the world's leading online roots-music publication (custom Drupal installation)
- Manage branding and create brand assets for No Depression, FreshGrass Festival, and FreshGrass Foundation
- Design and front-end development for freshgrass.org, the website for the FreshGrass Foundation (custom Drupal installation)

Achievements

- Led a ground-up redesign affecting thousands of existing content pieces and tens of thousands of existing users. Result: net gain of users, pages per visit, and other relevant metrics.
- Leader / key contributor for special initiatives, including:
 - #ND20 (publicity campaign for No Depression's 20th Anniversary)
 - Annual Year-End Reader's Poll
 - NDRoots (No Depression's local initiative)

February 2008 - November 2013

Partner at Local Music Vibe

Responsible for branding, look'n'feel, and user experience for ambitious live-music community startup. Responsible for all front-end engineering on a custom Drupal installation.

October 2000 - April 2004

Game Producer at LucasArts Entertainment Co.

Responsible for meeting business and creative goals for AAA game titles for leading publisher. Led in-house and third-party teams.

March 1999 - September 2000

Senior Game Producer at shockwave.com (Macromedia)

Responsible for meeting business and creative goals for pioneering online gaming site.