

# Dale Geist

Designer/Developer

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**Seasoned designer and front-end coder with a specialty in Drupal.**

## OVERVIEW

Designer/dev 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

*January 2018 - present*

### **Web Designer/dev at The Distance Learning Co.**

#### Responsibilities

- Design, development, and Drupal site updates for five web properties
- SEO research and implementation

#### Achievements

- Major contributor to a 20% year-over-year revenue increase in flagship product
- Led redesign of complete overhaul to registration process

*March 2016 - December 2017*

*February 2006 - February 2014*

### **Principal at Dale Geist Design**

#### Responsibilities

- Design, front-end development, and Drupal site building
- Consult on web strategy
- Manage multiple simultaneous projects, including 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 on site with 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.

*March 2005 - January 2006*

## **UI Designer at YackPack**

Product and UI design and front-end coding for award-winning web-based asynchronous voice applications.

*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.

## **EDUCATION**

### **San Francisco State University**

Certificate of Completion, Multimedia Studies

### **Hampshire College, Amherst, MA**

BA, Film & Video