

GEOFF WHITE

User Experience Designer

6 Victoria Rd, Arlington, MA 02474
geoffwhite@gmail.com
(617) 275-9698
<http://www.geoffwhitedesign.com>
<http://www.linkedin.com/in/geoffwhitedesign>

OVERVIEW

Over 9 years designing desktop and mobile experiences for enterprise, small business, and consumer audiences.

15 years of experience doing visual and web design.

EXPERIENCE

Fuze, Inc.

Principal Product Designer (2017 – present)

Fuze is the Leader in Enterprise Global Voice, Video, Messaging, and Collaboration. I've just started at Fuze, where I will primarily be working on their desktop communications and collaboration applications.

Carbonite

Senior UX Designer (2014 - 2017)

Carbonite protects your digital life, from computer backup for consumers to high availability and data recovery as a service. As Senior User Experience Designer I worked with company stakeholders and other members of the UX team to determine user needs, balance them with business objectives, and design experiences to satisfy both.

- Designed and prototyped next-generation Carbonite computer backup product, unifying Carbonite's core products for the Windows and Mac platforms to a single experience and moving from a primarily desktop application based system to a primarily web based one
- Improved workflows and UI overhaul of Carbonite's core computer backup product, improving customer satisfaction and retention rates and significantly reducing support call volume, both maintaining incoming revenue and reducing support costs
- Interface overhaul and improved restore workflow for Mac OS X application, also improving end users' experience and reducing support costs
- Interface overhaul for Carbonite Mobile iOS and Android applications

Jenzabar, Inc.

Sr. User Experience Designer, Information Architect (2008 – 2014)

Jenzabar is a leading provider of software and services for higher education institutions. While at Jenzabar I designed several products including an appointment scheduling system, student retention management system, and mobile translations of Jenzabar's Internet Campus Solution (JICS) academic portal system.

Podcast.com / Treedia Labs

Lead Web Designer (2007 – 2008)

Treedia Labs collected podcast feeds and distributed them through a variety of premiere web properties. As Lead Web Designer I was responsible for developing product concepts, wire-framing, prototyping, designing, and front-end development of the company's various sites and services including Podcast.com, Videocast.com, Podcast.fm, PodcastAnalytics.com, TV and mobile interfaces, and widgets for embedding streaming content into partner sites. I also designed and built TrediaLabs.com, the company's corporate web site.

Media Pop / Next Generation Media

Creative Director (2006 - 2007)

Media Pop was a hospitality and entertainment marketing agency that provided events and design and marketing services for small businesses. As creative director I was responsible for developing the Media Pop and NG Media corporate identities and designing and building their company sites and blogs as well as client web sites, identities, and branding materials. I was also responsible for overseeing and mentoring design interns.

48hourprint.com

Web Designer (2005 - 2006)

48hourprint.com is an online digital and offset printing service. As Web Designer I was responsible for the design and front-end development of a major website overhaul, marketing and communication emails, animated tutorials, and updating and extending the company's "Design Online" application.

EDUCATION

Massachusetts College of Art
BACHELOR OF FINE ARTS DEGREE (1993 – 1997)

Instruction in: Graphic Design, Photography, Digital and Analog Video, Film, 3D Modeling and Animation, Physics, Astronomy

Conferences

UI19 - Boston, MA (2015)

UX Immersion: Mobile - Seattle, WA (2013)

UX Immersion: Mobile/Agile - Portland, OR (2012)

UI16 - Boston, MA (2011)

SKILLS

User experience (UX) design
User interface (UI) design
Web design
Responsive web design
Information architecture
Wire-framing
Prototyping
User interviews
Persona development
Front-end development (HTML/CSS)

TOOLS

Sketch
InVision
Balsamic Mockups
Adobe Creative Suite
Various code editors