

GEOFF WHITE

Principal Product Designer

OVERVIEW

I have been designing desktop and mobile experiences for enterprise, small business, consumer, and education audiences for over 12 years. Before that (and somewhat overlapping) I spent 15 years designing and building web sites.

EXPERIENCE

Fuze, Inc.

Principal Product Designer – End User Experiences (2017 – present)

Fuze is the Leader in Enterprise unified communication as a service (UCaaS) - Voice, Video, Messaging, and Contact Centers. Since starting at Fuze I have worked closely with a variety of product managers and engineering teams on every end user facing aspect of our products including calling, meetings, messaging, contact center, and mobility.

Here are a few of the projects I've been involved in or responsible for:

- Updated and modernized the visual design of our core products, the Fuze Desktop and Fuze Web apps, combining input from all design team members, branding considerations from Marketing, competitive differentiation, and improved overall clarity and usability.
- Designed responsive behavior allowing the Desktop and Web apps to be used as small as 560px wide down from the previous 900px to address consistent user feedback that we were taking up too much screen real estate and "getting in the way" of users trying to use the other core applications they need to get their jobs done.
- Added the ability to invite guests outside of your company to collaborate using Fuze.
- Designed an onboarding flow guiding users to set up their own Fuze experience for success.
- Designed Fuze Checkup, a tool within Fuze Desktop allowing users to diagnose their overall setup and network connection.
- Designed an (as yet unreleased) integrated, next generation version of a core aspect of our business that we previously satisfied by reselling a third party product.

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 (ICS) 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 TreediaLabs.com, the company's corporate web site.

CONTACT

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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

Responsive design

Information architecture

Wire-framing

Prototyping

User research

TOOLS

Sketch

InVision

Marvel

Balsamic Mockups

Adobe Creative Suite

Various code editors