

Seth Geib

Front End Developer / User Experience Designer /
Photographer / Videographer / Part 107 Certified UAS Pilot

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ABOUT

Hi, I'm Seth Geib, a front end developer with 16 years of professional experience. I started my current job at [Hart](#) in 2010 and have since worked my way up to the position of Director of Front End Development. During my career as a front end developer, I've had the pleasure of working with clients like [La-Z-Boy](#), [Caterpillar](#), [Goodwill](#), [Certified Angus Beef](#), [Fram](#), [Pukka](#), [ProMedica](#), [Ohio Liquor](#), [Ohio Lottery](#), and countless others. Over the years, I've launched hundreds of websites, from campaign microsites to nationwide e-commerce retailers.

ROLE

As Director of Front End Development, I am involved in every stage of a website and mobile app projects, from start to finish. I begin by assisting our new business team with prospecting clients and assessing client needs to propose thoughtful solutions. I then assist in estimating project costs, timelines, and tasks. Once we start in on a project I will begin by conducting a user experience audit, content inventory, and develop a site map. I also lead the wireframing and prototyping efforts, and collaborate with our brand designers with mockups. Once the design is approved, I handle the front end coding and build the project codebase alongside our back end development team. I then oversee the quality assurance team, fix bugs, and assist with project deployment. After launch, I conduct client training in order to empower them to manage their new site or app. Afterwards I will continue to provide front end maintenance for the project over its lifespan to ensure it remains up-to-date and fully functional.

SOFTWARE / LANGUAGES

My primary CMS expertise lies in [WordPress](#) (standard and headless), [Umbraco](#), and [Squarespace](#), and I'm extremely proficient in [HTML](#), [CSS](#), [JavaScript](#), and [PHP](#) and [ADA Web Content Accessibility Guidelines \(WCAG\)](#) compliant code. I have experience with various front end libraries such as [React](#), [Vue.js](#), [jQuery](#), [Tailwind](#), [GSAP](#) and [Bootstrap](#). For project management and code development, I have experience with [Jira](#), [GitLab](#), [GitHub](#), [Gitpod](#), [VS Code](#), and many other platforms. I am also an expert in many design tools, such as [Figma](#), the [Adobe Creative Suite](#), [DaVinci Resolve](#), [Stable Diffusion](#), and more.

HOBBIES

In addition to my development work, I have a part time career and passion as a wildlife [photographer](#) and videographer, in promotion of conservation and preservation of wildlife and wild spaces. My travels have taken me from the volcanic landscapes of Iceland to the swamps of Louisiana, but I find the most beauty right in my own backyard, exploring the [Toledo Metroparks](#). I'm also part of a two-man team of Bigfoot filmmakers. You can follow our adventures at [Wildman of the Woods](#) or on our [YouTube channel](#).

EXPERIENCE

Hart, Toledo, OH— Director, Front End Development

JUNE 2010 - PRESENT

Development of websites and mobile applications including initial requirements gathering, solutions architecture, content mapping and strategy, wireframing and prototyping, user testing, front end development, quality assurance testing, and deployment. Additional roles and responsibilities include, new business pitches, campaign concepting, technology research and recommendation, estimating, creating scopes of work, video production, and drone piloting.

Toltest, Maumee, OH, — Web Applications Developer

JUNE 2008 - JULY 2010

Creation of graphical user interfaces for in-house web applications and front end development for internal websites and web applications. Development of web applications and websites using HTML, CSS, JavaScript, EXT, Cold Fusion, and Microsoft SQL. Creation of web application workflows and prototypes. Graphics creation/manipulation including logos, letterhead, invoices and other print collateral. Proposal layouts and development of project requirement documents.

Kinetica Media, Perrysburg, OH — Web Designer

FEB 2008 - JUNE 2008

Maintenance and additions to existing websites. Creation of new websites from the ground up. Development of websites using HTML, CSS, JavaScript, PHP, and MySQL. Graphics creation/manipulation including logos and digital ads. Strategize with clients one-on-one. Database creation and maintenance.

EDUCATION

Bowling Green State University, Bowling Green, OH — BFA, Digital Arts

2001 - 2005

Digital Arts degree with a focus on web design/development and 3D modeling and animation. Coursework also included graphic design, photography, and audio and video editing.

SKILLS

Front End Web Development
Interaction Design / Prototyping
User Research
Usability Testing
Information Architecture
Graphic & UI Design
Team Management & Collaboration
New Business & Client Pitches
Estimation & Scope Development
Part 107 Certified UAS Pilot

SOFTWARE / LANGUAGES

Web: HTML, CSS, JavaScript, jQuery, SASS, LESS, ADA WCAG Compliance, React, Vue.js, Tailwind, GSAP, Bootstrap, WordPress, Umbraco, Squarespace Magento, PHP, MySQL, GIT, CI/CD, VS Code

Prototyping / Analytics: Figma, Adobe XD, Relume, Google Analytics

Graphic Design: Photoshop, Illustrator, Stable Diffusion

Audio & Video: Davinci Resolve, Premiere Pro, After Effects, Audition, Ableton Live

Immersive Technologies: VR, AR, Matterport

NOTABLE PROJECTS

Pukka — *Website Build & Redesign* pukkainc.com

Pukka was in need of a refreshed website, not only from a front end and design perspective, but also in terms of how their products were categorized and their purchase process was presented. We elevated Pukka's site design with a variety of unique visual elements, textures, animations and video, that made their website come alive.

We also tasked ourselves with consolidating their limitless product catalog into an organized and easy-to-navigate user experience, streamlined their purchase process, and encouraged them to lower their minimum purchase limits, helping them break into a B2C market alongside their traditional B2B customers. This was all backed by a completely customized CMS, utilizing Umbraco, built specifically to their unique client needs and product lines.

Fram — *Website Build & Redesign* fram.com

Fram's previous website suffered from complex navigation structure, a cumbersome parts search experience, and a design that felt dated and out of touch with the customers that they hoped to attract. Our approach to the redesign was to make parts search a prominent and integral element of the user interface, which drove more users into the purchase funnel.

We also developed a custom part search algorithm that allowed users to search for a part using a freeform input method, rather than the traditional dropdown menu system used on most auto parts sites. This helped reduce users time with part search and got them to the part they needed, quicker, and with less hassle.

Certified Angus Beef — *Mobile Application Design/Redesign* apps.apple.com

The *Certified Angus Beef*® brand's customers struggled with creating the perfect pot roast during the holiday season, and it was affecting sales. We designed a mobile application with all the features a home cook could need, including a roast timer, roast selector, suggested recipes, and more; in order to help customers feel less intimidated and be more empowered.

Years later we redesigned the app, giving it a more modern, responsive design and some additional functionality, including integrations with their customer loyalty program. On its initial launch, the Roast Perfect app reached #3 in the App Store Food & Drink category and achieved 40,000 downloads in 6 weeks.

REFERENCES

Available upon request