Michael P. Geraci

mgeraci@gmail.com
michaelgeraci.com

Front-End Web Design, User Experience, Graphic Design

B.Mus. in Technology in Music and Related Arts, Oberlin Conservatory, 2007
Diploma with Honors in Music Theory, Horace Mann High School, 2003

Work

Freelance portfolio available at michaelgeraci.com

Co-Founder, Reducify, New York, NY, 2010-Present
Reducify helps you find the best appliances available locally. Reducify aggregates appliance data, provides advanced search tools, and offers a mobile app for in-store research/purchase. In charge of user experience, front-end design and implementation, and graphic design. Seed funded by NYC SeedStart 2010.

Co-Founder, The Almanac, New York, NY, 2009
The Almanac is a web application which helps users take control of their role in climate change through the automated tracking of their purchases and recommendations for reduction. Led front-end design and implementation with jQuery and CSS in Ruby/Rails.

Business Manager, Art Prep, Screen Printer, Design Station, Brooklyn, NY, 2007-2008
Interfaced with clients and print shops on design and production issues. Supervised the creation and production of poster printing department. Created web content; managed website. Designed and prepared print materials; compiled jobs for gang printing. Designed and photographed products for in-house clothing line. Screen printed garments.

Poster Designer and Screen Printer, Oberlin, OH, 2006-2007
Designed and produced over 15 posters for Oberlin College departments, organizations, and individuals. Determined and fulfilled each clients' specific needs throughout the design process, producing professional, individual, and effective posters. Trained by silk screen artist John Pearson.

Sound Engineer, Satisfied Entertainment Services, Mount Vernon, NY, 2005-2007
Engineered sound mixing for musical ensembles in outdoor performances, adjusting for venue, weather, audience, and performer needs. Managed transport, setup, and breakdown of large public address system.

Music

Steel Pan Player, Sonatas, NYC, 2004-2010; **Trinidad All-Stars & Sforzata**, Trinidad & Tobago, 2005
Paid performer in these 85-120 member professional steel bands in annual competitions.

Musical Director, Gig Coordinator, Art Director, Oberlin Steel, Oberlin, OH, 2006-2007
Tenor Steel Pan Player, Oberlin Steel, Oberlin, OH, 2004-2007
Acted as the contact for venues, set performance dates and times, and organized transportation for the 17-member band. Chose repertoire and led rehearsals, meetings, and sectionals. Served as art director and liaison for the production of the album *Don't Panic*.

Skills

Computer: HTML, CSS, jQuery, PHP, familiar with Ruby/Rails, Photoshop/Illustrator CS5, Pro Tools, Max/MSP/Jitter, Final Cut Pro, DVD Studio, Isadora
Instruments: Tenor/cello steel pan, electric bass, guitar, drum kit