

# IAN GOLDBERG

www.iangoldbergdsgn.com / igoldberg87@gmail.com / 516.353.4979

## Design Experience

**MIG, INC.**, Berkeley, CA

*Interaction Designer*, August 2016–Present

*Graphic Designer*, October 2013–August 2016

- Collaborate on client deliverables and stories from research, brainstorming and conceptualization, to final designs
- Lead designer on Clipper card and RecycleSmart accounts, improving brand standards across all materials
- Increasing the effectiveness of client work by moving the team away from using templated designs and focusing on our client's users, and their experiences and pain points
- Only designer with knowledge of front-end development, bridging the communications and development teams
- Solving client and user goals through proactively researching, and learning new skills and software including: MailChimp, After Effects, and prototyping tools

*Partial client list:* RecycleSmart, Silicon Valley Clean Energy, Clipper card and Metropolitan Transportation Commission (MTC), City of Los Angeles, San Francisco Municipal Transportation Agency (SFMTA)

**DIAL HOUSE**, San Francisco, CA

*Designer*, March 2012–August 2013

- Member of a two person creative team for a brand strategy firm with a multi-national client list
- Translated strategic concepts and research into visual presentations and deliverables, including books, branding, packaging prototypes, films, and creative campaigns
- Curator and contributor to Dial House design blog, Find.See.Like., significantly increasing its followers

**YOGA JOURNAL MAGAZINE**, San Francisco, CA

*Designer*, Editorial Art Department

March 2010–March 2012

- Editorial designer for an international magazine, circulation of 375,000 at the time of employment
- Conceptualized and designed the front of book, Om Section, Product Pages, and other magazine columns
- Art directed photo shoots for Om, Product Pages, Basics, and Home Practice columns
- Assisted in the hiring and management of department interns
- Researched and assigned photographers, illustrators, and stylists, expanding magazine contributors
- Collaborated on the research and redesign of the magazine's March 2012 issue

## Skills

Proficient in Adobe CC, Sketch, Keynote, Final Cut Pro, MailChimp, Prototyping tools (InVision, UXPin, Marvel, PopApp), Working knowledge of HTML, CSS, Bootstrap

## Education

### GENERAL ASSEMBLY

*User-Experience Design Course*, January–March 2016

10-week user-experience design course culminating in the development of a final project incorporating the skills and processes learned throughout the course. My project, a health and wellness app, KneeFix, looks to ease the pain points in recovering from knee pain and injury.

### COLUMBIA UNIVERSITY

Graduate School of Journalism

*Columbia Publishing Course*, June–July 2009

Six-week intensive course on all aspects of book and magazine publishing. Served as Creative Director for magazine and book workshops.

### WASHINGTON UNIVERSITY IN ST. LOUIS

Sam Fox School of Design & Visual Arts, BFA, May 2009

*Communication Design Major, Architecture Minor*

## Awards

2016 Davey Awards

*Silver Winner (Social Responsibility Website)*

MIG, RecycleSmart Agency Website

2009 AIGA 14 Show, St. Louis, MO, *Student Merit Award*

## Activities

AIGA San Francisco, *member*

Hands On Bay Area, *volunteer*

DOGO!, *volunteer*