

IAN GOLDBERG

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Design Experience

READY STATE, San Francisco, CA

Senior Designer, August 2018–Present

- Design lead on Yahoo Small Business account
- Define and oversee overall design direction for all projects including: presales and conversion funnel redesigns, advertising and digital ads, and marketing campaigns; with a strong focus on Yahoo Small Business's business goals and outcomes, and the application of user research
- Grew team to include an additional designer, and increased scope of work
- Art direction for photo shoots
- Management and supervision of junior designers and freelancers

MIG, Berkeley, CA

Interaction Designer, October 2013–August 2017

- Collaborated on client deliverables from research, brainstorming and conceptualization, to final designs
- Lead designer on Clipper card and RecycleSmart accounts, improving brand standards across all materials
- Increased success of client work by moving the team away from templated designs and refocusing to better understand our client's users, and their experiences and pain points
- With a knowledge of front-end development, bridged the communications and development teams
- Addressed client and user goals through proactively researching, and learning new skills and tools including: MailChimp, After Effects, and new 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, translating strategic concepts and research into visual presentations and deliverables, including: books, branding, packaging prototypes, films, and creative campaigns

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

Technical Skills

Proficient in Adobe CC, Sketch, Keynote, Final Cut Pro, MailChimp, Prototyping tools (InVision, UXPin, Principle, Marvel), 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*

KEEN USA, *volunteer*

Hands On Bay Area, *volunteer*