

Ian Goldberg

www.iangoldbergdesign.com ■ hello@iangoldbergdesign.com

Design Experience

Ready State, San Francisco, CA

Senior Designer, August 2017–Present

Design lead, Yahoo Small Business

- Define and oversee design direction for all projects including: presales website and conversion funnel redesigns, display and social ads, and marketing campaigns; maintaining a strong focus on Yahoo Small Business's brand, business goals and outcomes, and the application of user research
- Grew internal client team to include additional designers, and increased scope of work
- Art direction for customer photo shoots

Company wide responsibilities

- Supervise and mentor designers and freelancers
- Initiated and continue to organize internal design team critiques and discussions
- Assist in the hiring of Ready State employees
- Participate in design team resourcing and account meetings

MIG, Berkeley, CA

Interaction Designer, October 2013–August 2017

- Collaborated on client deliverables from research, brainstorming and conceptualization, to final designs
- Increased success of MIG projects by moving the team away from templated designs and refocusing to better understand our client's customers, and their experiences and pain points
- With an understanding 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)*

Previous Experience

Dial House, Designer (2012–2013)

Yoga Journal Magazine, Designer (2010–2012)

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.

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*