

# IAN GOLDBERG

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## Design Experience

**NationSwell**, New York, NY

**Senior Designer**, March 2019–Present

- Concepting and design for partnership materials and campaigns, sponsored content, and internal branded materials

**Ready State**, San Francisco, CA

**Senior Designer**, August 2017–March 2019

**Design lead, Yahoo Small Business**

- Defined and oversaw 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
- Managed junior designers and freelancers
- Art direction for customer photo shoots

**Company wide responsibilities**

- Initiated and organized internal design team project reviews and discussions
- Participated in the hiring of Ready State employees
- Assisted with design team resourcing and account meetings

**Other clients included:** *Google, OpenTable*

**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 the end user, 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 of 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 New York, *member*

KEEN USA, *volunteer*

Hands On Bay Area, *volunteer*