

# IAN GOLDBERG

www.iangoldberghdesign.com ■ hello@iangoldberghdesign.com

## DESIGN EXPERIENCE

**NationSwell**, New York, NY

**Senior Designer**, March 2019–Present

- Conceptualization and design of partnership materials and campaigns, 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 client team to include additional designers and freelancers
- Through leadership and design thinking, increased scope of work to other projects
- 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 to drive design schedules

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

**MIG**, Berkeley, CA

**Interaction Designer**, October 2013–August 2017

- Increased success of MIG projects by shifting the team 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
- Proactively researched and learned skills and tools including: MailChimp, After Effects, and new prototyping programs to more effectively achieve business and project goals
- Co-led the redesign of the MIG corporate site; conducting stakeholder meetings, user research and experience planning, and visual designs

**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*