

IAN GOLDBERG

DESIGN EXPERIENCE

NationSwell, New York, NY

Senior Designer, March 2019–April 2020

- First full-time design hire, partnering with purpose-driven leaders and organizations to drive social impact through design thinking and the creation of effective design solutions
- Design of NationSwell Summits from visual conceiving and ideation to the implementation of experiential designs
- Facilitation of brainstorming sessions to collaboratively bring together project teams for the conceptualization and refinement of creative concepts

Partial client list: MetLife, BlackRock, AARP, Toyota, Microsoft

Ready State, San Francisco, CA

Senior Designer, August 2017–March 2019

Design lead, Yahoo Small Business

- Defined and oversaw design direction; first through the creation of an updated brand system, and redesign of the presales website
- Maintained a strong focus across designs on Yahoo Small Business' small business customers, business goals and outcomes, and the application of user research
- Through strong leadership, design thinking, and my relationship with the Yahoo team, increased scope to include: checkout process redesign, display and social ads, and marketing campaigns
- Grew internal client team, managing designers and freelancers
- Communicated and presented to stakeholders on a regular basis
- Art direction for Yahoo customer photo shoots

Company wide responsibilities

- Initiated and organized internal design team project reviews and discussions fostering increased departmental collaboration
- Assisted with design team resourcing and account meetings to drive scheduling

Other clients included: Google, OpenTable

MIG, Berkeley, CA

Interaction Designer, October 2013–August 2017

- Designed and led creative solutions for public service clientele
- Increased the success of project work by shifting the team away from templated designs and refocusing on the end user by introducing discovery techniques and user research
- With an understanding of front-end development, bridged the communications and development teams
- 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 MTC, City of Los Angeles, SFMTA

EDUCATION

Parsons School of Design, The New School

Global Executive Master of Science Candidate, December 2021

Strategic Design and Management

General Assembly

User-Experience Design Course, January–March 2016

Ten-week course on human-centered design.

Columbia University

Columbia Publishing Course, June–July 2009

Six-week 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*