

# IAN GOLDBERG

## DESIGN EXPERIENCE

**Beyond**, New York, NY

**Freelance Product Design**, October 2020–Present

- Partnering with Beyond's financial client, the world's largest hedge fund, on product design and creative direction
- Designing creative solutions through collaboration with stakeholders, and through client pilots and feedback

**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 conceptualing and ideation to the implementation of experiential designs
- Facilitation of brainstorming sessions, bringing together 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
- 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
- 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

*Other clients included: Google, OpenTable*

**MIG**, Berkeley, CA

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

- Led creative solutions for public service clientele
- Increased the success of projects by shifting from templated designs, to tailoring designs to the end users 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*