

# IAN GOLDBERG

www.iangoldbergdesign.com / igoldberg87@gmail.com / 516.353.4979

## Design Experience

**MIG, Inc.**, Berkeley, CA

**Graphic Designer**, Communications and Media Services Department, October 2013–Present

Collaborate on print and digital deliverables for public service clients (50+), from concept to final design. Implement user research and testing practices into the design and development process. Art direction on photo shoots. Participate in site integrations editing HTML/CSS and updating content. Photo retouching and manipulation. Communicate with printing agencies, and attend press checks. Reliable, go to colleague for software assistance within department.

**Example client deliverables:** *Responsive sites (including wireframes, prototypes, and visual mockups), print and digital advertising campaigns, branding, brochures, map design; community meeting and outreach materials, information graphics.*

**Partial client list:** *Clipper card and Metropolitan Transportation Commission (MTC), California Department of Transportation (Caltrans), San Francisco Municipal Transportation Agency (SFMTA), RecycleSmart, Marin Clean Energy*

**Dial House**, San Francisco, CA

**Designer**, March 2012–August 2013

Dial House was a brand strategy firm with a multi-national client list. Member of a two person creative team that translated strategic concepts and research into engaging visual presentations and deliverables, communicated in combinations of books, branding, packaging prototypes, films and creative campaigns. Curator and contributor to Dial House design blog, Find.See.Like., significantly increasing its followers.

**Active Interest Media**, San Francisco, CA

**Designer**, Yoga Journal Magazine Art Department, March 2010–March 2012

Editorial designer for international magazine, circulation of 375,000. Conceptualized and designed front of book, Om Section, Product Pages, as well as other departments. Art directed photo shoots for Om Section, Product Pages, Basics and Home Practice columns. Assisted in the hiring and management of interns. Researched and assigned photographers, illustrators and stylists. Collaborated on the research and redesign of magazine starting with March 2012 issue.

**Oxford University Press**, New York, NY

**Part-time Design Assistant**, Trade Art Department, September 2009–February 2010

**Rodale Publications**, New York, NY

**Art Intern**, Women's Health Magazine Art Department, May 2008–August 2008

**MTV Networks**, New York, NY

**Production Intern**, VH1 On-Air Promotions (Viacom Intern Program), May 2007–August 2007

## Education

**General Assembly**

**User-Experience Design Course**, January–March 2016

**Columbia University**

Graduate School of Journalism

**Columbia Publishing Course**, June–July 2009

Six-week intensive course on all aspects of book and magazine publishing. Creative Direction for magazine and book workshops.

**Washington University in St. Louis**

Sam Fox School of Design & Visual Arts, BFA, May 2009

**Communication Design Major, Architecture Minor**

## Activities

AIGA San Francisco, *member*  
Hands On Bay Area, *volunteer*

## Awards

AIGA 14 Show, St. Louis, MO, **Student Merit Award**, April 2009

## Skills

Fluent in Adobe Creative Suite, Sketch, Prototyping tools (PopApp, InVision, UXPin), Keynote, Microsoft Office Applications, Working knowledge of HTML, CSS, Bootstrap, and Final Cut Pro

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## Hello Huge Team!

I was extremely excited to see that Huge is looking to hire a Senior Visual Designer in the Oakland office. I know that with my background, I would be well suited for this position and believe that I could make significant contributions to the team.

A little while back, while researching for the redesign of my company's corporate site, I came across your website and since then I've been following Huge and regularly reading your company blog.

The collaborative and interdisciplinary philosophy that has led Huge to create ground-breaking work is a key reason I want to contribute to the team. Through my experiences, I have always valued working closely with talented individuals, supporting and pushing each other throughout the life of a project.

At MIG, I closely collaborate with my coworkers. Currently, on a site and newsletter for our client, RecycleSmart, we analyzed research done on their users helping us to identify user goals. Afterwards I led a brainstorming session, where I presented research and a mood board based on those goals to begin a discussion about the look and feel for the project. With theirs and the client's continued input, I am developing two strong deliverables that I am confident will reach the intended audiences.

Since we're regularly under tight timeframes and budgets, I appreciate the input of my coworkers and their help in iterating a project to best reach our client's users.

I would love the opportunity to demonstrate how I can contribute to the Huge team. To view examples of my work, please visit my website at [www.iangoldbergdsgn.com](http://www.iangoldbergdsgn.com). Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ian Goldberg', with a stylized flourish extending from the end.

Ian Goldberg