

IAN GOLDBERG

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Design Experience

MIG, Inc., Berkeley, CA

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

I've led and been a collaborative team player for public service client deliverables from research, brainstorming, and concepts, to final designs. Lead designer on Clipper card account, improving brand standards across all materials. Only visual designer with hands on experience in the development process and human-centered design, bridging the communications and development teams. Increasing the importance of user-experience within department, by incorporating research and testing into the process. Self-taught in Keynote, MailChimp, prototyping tools, and other skills and software to address client goals. Through quick learning and sheer curiosity, I've become a reliable, go to team member within the department.

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

Member of a two person creative team for brand strategy firm with a multi-national client list. Translated strategic concepts and research into 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 at time of employment. Conceptualized and designed front of book, Om Section, Product Pages, as well as other departments. Art directed photo shoots for Om, Product Pages, Basics and Home Practice columns. Assisted in the hiring and management of interns. Researched and assigned photographers, illustrators and stylists, expanding magazine contributors. Collaborated on the research and redesign of the magazine's March 2012 issue.

Oxford University Press, New York, NY

Part-time Design Assistant, Trade Art Department,
September 2009–February 2010
Assisted in the research, design, and production of Oxford book covers and jackets.

Education

General Assembly

User-Experience Design Course, January–March 2016
10-week user-experience design course culminating in the development of a final project which incorporates the skills and processes learned throughout the course. My project, a health and wellness app, KneeFix, looks to solve the pain points in 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. Served as Creative Director 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*
DOGO!, *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, Final Cut Pro