

# IAN GOLDBERG

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## DESIGN EXPERIENCE

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

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

Research, design, and collaborate on print and digital deliverables for public service clients (50+); Lead designer on Clipper card and MTC client work, improving brand standards across materials; Skunkworks user research and testing; Art Direction on photo shoots; Photo retouching; 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/Digital Advertising Campaigns; Branding; Brochures; Map Design; Community Meeting and Outreach Boards; 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 design 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

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