

# IAN GOLDBERG

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## Design Experience

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

**Interaction Designer**, Communications and Media Services Department, August 2016–Present

**Graphic Designer**, Communications and Media Services Department, October 2013–August 2016

Led and collaborated on client deliverables from research, brainstorming, and concepts, to final designs. Lead designer on Clipper card account, improving brand standards across all materials. Only designer with hands on development experience and knowledge of human-centered design, bridging the communications and development teams. Incorporate user research and testing into the design process, increasing the importance of overall experience in deliverables. Self-taught in MailChimp, prototyping tools, Keynote, and other skills and software to address client goals, making me a reliable and valued 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.

**Yoga Journal Magazine**, San Francisco, CA

**Designer**, Editorial 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

**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 incorporating the skills and processes learned throughout the course. My project, a health and wellness app, KneeFix, looks to ease 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 CC, Sketch, Prototyping tools (PopApp, InVision, UXPin, Marvel), Keynote, Microsoft Office Applications, Working knowledge of HTML, CSS, Bootstrap, Final Cut Pro