



# IAN SPANGLER

Digital Product Design & Management

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## SUMMARY

Goal-driven, entrepreneurial full-stack designer and product leader with 12 years experience delivering unique, custom web and mobile solutions to high-profile and emerging brands. Core strengths in systems thinking, code-based prototyping, interface design, evaluation, and mentoring. Adept at coalescing and strategizing around multiple points of view including user needs, business goals, and engineering constraints.

## EXPERIENCE

### UI/ UX Designer & Creative Director @ Freelance

Oct. 2017 - Present | Remote

- Currently designing + prototyping a new-to-market mobile app for one-to-one coaching
- Laid down a foundation of UX design thinking for an education platform, conducting market research, surveying users, prioritizing features, and designing versioned wireframes for multivariate testing
- Guided websites from initial brief to working product as a creative lead for a design agency, defining strategy/ architecture, managing designer workflows, and delivering constructive, iterative feedback
- Collaborated closely with clients to maintain alignment on business objectives and content while upholding user experience integrity and clarity of messaging

### Principal Designer @ ZergNet

Dec. 2015 - Present | New York, N.Y.

- Forge and evolve company design practices as a steady, integral freelance hand
- Defined or elevated the visual identities of all properties owned and operated by ZergNet, touching every brand asset across multiple channels
- Produced multiple iterations of CTR-optimized website designs for 6 fast-growing media brands, including Looper and Nicki Swift
- Designed traffic-growing widgets for *Rolling Stone*, *Thrillist*, *New York Post*, *Hollywood Reporter*, and other sites
- Devised a spec system for interdependent sites that helped developers overhaul redundant CSS code and reduce design translation errors

### Co-Founder & Director of Product Development @ The IF List

Feb. 2013 - Aug. 2016 | New York, N.Y.

- Co-designed, and built from scratch, the premiere social platform for movie and TV dreamcasting, which attracted 300+ best-selling authors
- Translated complex business requirements into a site architecture and on-boarding flow that helped spur a 13% avg. conversion rate + 100K users registered in first 9 months

## SKILLS

Interaction Design (IxD)  
Ideation & UX Strategy  
Information Architecture (IA)  
Prototyping & Coding  
User Interface Design (UI)  
Visual Design  
User Research & Testing  
Usability Analysis  
Responsive Web Design  
Mobile App Design  
Search Engine Optimization  
Project Management  
Agile/ Lean Development  
Quality Assurance  
Mentorship & Training

## TOOLS

Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Balsamiq  
InVision  
Principle  
Zeplin  
HTML5/ CSS3/ SCSS  
Javascript  
Wordpress  
Google Analytics  
Microsoft Office  
Trello

## HONORS

### Member of TopTal

Top 3% of UI/ UX designers globally

### 3 DMA ECHO Awards

Team member on 3 winning interactive marketing campaigns in 2007-2008

(Cont'd)

- Defined visual styles and micro-interactions for the application UI based on branding and input from co-founders
- Assembled and led a team of 2 FT developers + contractors to expand and evolve a rich custom feature set + admin tools for content editors
- Facilitated and managed a lean development process alongside a lead technologist, creating spec docs and tracking tasks/ issues in a Kanban-style board
- Prepared user activity reports from Google data and SQL queries to inform on progress and actionable plans for improving user engagement

### Interactive Designer @ Townsquare Media

Oct. 2011 - Feb. 2013 | New York, N.Y.

- Designed user interfaces for national music and movie news websites, local radio station sites, and a flagship mobile application
- Devised wireframes and user flows for mobile sites, a streaming music player, and an online auction system for a consumer deals website
- Single-handedly helmed a design system that successfully transitioned 300+ websites to a responsive, mobile-friendly framework

### Interactive Developer/ Designer @ True North

Jun. 2007 - Oct. 2011 | New York, N.Y.

- Teamed with art directors to craft custom-coded websites, desktop + Facebook apps, and games for national clients such as *Disney*, *ABC*, *Glamour*, and *Toys 'R Us*
- Planned, led and managed execution of internal web applications from UI/UX planning through development, QA testing and launch

### Web Designer/ Developer @ Sanborn Media

May 2006 - Aug. 2006 | New York, N.Y.

- Designed and hand-coded front-ends of marketing sites and emails for high-profile publishers including *GQ*, *Architectural Digest*, and *Bon Appetit*

## EDUCATION

### MFA, Design + Technology @ Parsons School of Design

Aug. 2005 - May 2007 | New York, N.Y.

- Concentration in HCI/ interaction design. GPA: 3.95/ 4.00

### BA, Film @ Vassar College

Aug. 1998 - May 2002 | Poughkeepsie, N.Y.

- Phi Beta Kappa and General Honors. President of VC Television

## CERTIFICATIONS

### UX Designer

Interaction Design Foundation

## TEACHING

### Mentor @ Parsons Entrepreneurial Lab

Advise early stage startups in a design-led incubator program since 2015

### Web Development Tutor @ Wyzant

Taught front-end coding and Photoshop to junior developers and college students in 2015

## PUBLICATIONS

### CMS Web Design: A Guide to Dynamic Content Applications

<http://bit.ly/2msqrzT>

### Build a Custom Affiliate Link with the Amazon Product Merchandising API

<http://bit.ly/2LI9NAk>

## ASSOCIATIONS

Interaction Design Foundation

Parsons Entrepreneurial Lab

TopTal

Envato Tuts+

CodeMentor

## INTERESTS

Politics & News

Film & Video

Gaming/ Game Design

Entrepreneurship

Photography

Basketball