



# 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 custom web and mobile solutions to consumer-facing brands. Strategic, content-driven systems thinker with core strengths in UX architecture, interface design, code-based prototyping, and evaluation.

## EXPERIENCE

### Principal Designer (Perm. Consultant) @ ZergNet

Jan. 2016 - Present | New York, N.Y.

Integral one-man design department of a high-growth media startup, working cross-functionally with C-level leaders, engineers, marketers, business developers, and content editors

- Produced multiple iterations of CTR-optimized website designs for 6 editorial/news brands receiving 60M+ visitors per month
- Designed traffic-growing widgets for *Rolling Stone*, *Thrillist*, *New York Post*, *Hollywood Reporter*, and other sites
- Defined or elevated the visual identities of ZergNet owned-and-operated properties across multiple channels
- Devised a spec system for interdependent sites that helped developers overhaul redundant CSS code and reduce design translation errors

### UI/UX/Web Designer & Creative Director (Freelance)

Mar. 2017 - Mar. 2019 | Remote

Agency creative lead with *Designity*, project-based consultant with *TopTal*, and partner/ manager of own consultancy

- Guided several brand-elevating website overhauls from initial brief to working product, collaborating closely with clients to fulfill business objectives
- Defined strategy and architecture for designs, estimated scope and cost, managed designer workflows, and delivered constructive iterative feedback
- Laid down a foundation of UX design thinking for an education platform, conducting market research, surveying users, and wireframing solutions

### Co-Founder & Director of Product (UX + Tech) @ The IF List

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

Co-designer, product architect, and manager of the premiere social platform for movie and TV dreamcasting, which attracted 300+ best-selling authors

- Translated complex business requirements into a UX architecture scheme and on-boarding flow that helped spur an 11% avg. conversion rate + 100K users registered in first 9 months

## SKILLS

Interaction Design (IxD)  
Ideation & UX Strategy  
Information Architecture (IA)  
User Interface Design (UI)  
Visual Design  
Prototyping & Coding  
User Research & Testing  
Usability Analysis  
Responsive Web Design  
Mobile App Design  
Style Guide Creation  
Project Management  
Quality Assurance  
Mentorship & Training

## TOOLS

Sketch  
Photoshop  
Illustrator  
Balsamiq  
InVision  
Principle  
Zeplin  
HTML/ CSS/ 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 plus contractors to expand and evolve a rich custom feature set + admin tools for content editors
- Prepared user activity reports from Google Analytics 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.

UI/ UX designer working with product managers, art directors, and developers on a vast suite of national music, news, and radio station websites

- Devised wireframes and user flows for mobile sites, a streaming music player, and an online auction system for a consumer deals website
- Designed themed versions of entire sites plus interfaces for editorial features, on-boarding, loyalty programs, and a flagship mobile application
- 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.

Hybrid creative technologist/ digital art director in an ad agency serving national clients such as *Disney*, *ABC*, *Glamour*, and *Toys 'R Us*

- Crafted custom-coded websites, microsites, animations, desktop widgets, Facebook apps, and games
- Planned, led and managed execution of internal web applications from UI/UX planning through development, QA testing and launch

## 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  
(Sept. 2018)

## TEACHING

### Part-time Faculty @ Parsons School of Design

Workshop Instructor in the Strategic Design & Management program  
(Aug. 2019 - Present)

### Mentor @ Parsons Entrepreneurial Lab

Advise early stage startups in a design-led incubator  
(Nov. 2015 - Present)

### Web Development Tutor @ Wyzant

Taught front-end coding and Photoshop to junior developers and college students  
(Sep. - Nov. 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  
DesignX Community  
Envato Tuts+