



# IAN SPANGLER

Digital Product Designer

IAN@IAN-SPANGLER.COM  
(917) 495-0253  
WWW.IANSPANGLER.DESIGN

## PROFILE

Goal-driven full-stack designer and product leader with 13+ years professional experience delivering custom web and mobile solutions to consumer-facing brands. Strategic, user-centered systems thinker who has worked in all phases of the product lifecycle.

## EXPERIENCE

### Principal Designer (Part-time) @ ZergNet

New York, NY | January 2016 - Present

Collaborate cross-functionally with C-level leaders, engineers, marketers, and content editors as an integral one-man design department of a high-growth media startup.

- Produce and iterate on CTR-optimized website designs for 6 editorial/ news brands receiving 100+ million visitors per month.
- Define or elevate visual identities of ZergNet-owned-and-operated properties across multiple channels.
- Generate spec systems, annotations, and brand guides for interdependent sites that help ensure accurate translation of designs.

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

Remote | March 2017 - Present

Lead and execute on digital projects as a consultant with TopTal, agency creative lead with Designity, and partner in own consultancy.

- Define strategy and architecture for brand-elevating website overhauls.
- Collaborate closely with clients, guiding process and synthesizing business objectives, analytics, user insights, and usability assessments into holistic solutions.
- Manage designer workflow and provide constructive iterative feedback.
- Conduct competitor research and survey target users to validate and prioritize product features.

### Co-founder & Director of UX + Tech @ The IF List

New York, NY | February 2013 - August 2016

Co-designed, architected, and managed the premiere platform showcasing books as movies and TV shows, which attracted 300+ best-selling authors

- Translated complex business requirements into a UX architecture scheme and on-boarding flow that helped spur an 11% average conversion rate and 100,000 users registered in the first 9 months.

## SKILLS

User Research

UX Strategy

Information Architecture

Prototyping

UI & Visual Design

Testing & Analysis

Responsive Web Design

Front-end Development

Project Management

Mentorship & Training

## TOOLS

Adobe Creative Suite

Sketch

Figma

Balsamiq

Invision

Zeplin

HTML/ CSS

Javascript

Wordpress

Google Analytics

## Co-founder & Director of UX + Tech @ The IF List (Cont'd)

- Devised a series of innovative, intuitive forms that inspired users to publish hundreds of thousands of story and casting ideas.
- Facilitated a collaborative design process that included research, user scenario definition, wireframing, prototyping, and user testing.
- Defined visual styles and micro-interactions for the application UI based on branding and input from co-founders.
- Built application MVP; assembled and led team of 2 FT developers + contractors to expand and evolve rich custom features and admin tools.
- Prepared user activity reports from Google Analytics data and SQL queries to inform on progress and actionable plans for boosting user engagement.

## Interactive Designer @ Townsquare Media

New York, NY | October 2011 - February 2013

Worked 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 an e-commerce website.
- Designed themed versions of entire sites plus interfaces for editorial features, on-boarding, loyalty programs, and flagship mobile application.
- Helmed a design system that successfully transitioned 300+ websites to a responsive, mobile-friendly framework.

## Interactive Developer/ Designer @ True North

New York, NY | June 2007 - October 2011

Brought immersive web experiences to life for Disney, ABC, Glamour, Toys 'R Us and other brands as a creative technologist and digital art director.

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

## EDUCATION

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

New York, NY | August 2005 - May 2007

- Concentration in Interaction Design
- GPA: 3.95 / 4.00

### BA, Film @ Vassar College

New York, NY

- Member Phi Beta Kappa & General Honors

## TEACHING

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

August 2019 - Present

Teach professional development to graduating seniors in Strategic Design and Management.

### Startup Mentor @ Parsons Entrepreneurial Lab

November 2015 - October 2019

Help early-stage companies to build their digital presence and skills in a design-led accelerator.

### Web Development Tutor @ Wyzant

September 2015 - November 2015

Taught front-end coding to junior developers and college students.

## HONORS

### Member of TopTal

January 2018 - Present

Top 3% of UI/ UX designers globally.

### 3 DMA ECHO Awards

2007 - 2008

Team member on 3 winning interactive marketing campaigns.

## CERTIFICATES

### UX Designer

September 2018

Interaction Design Foundation