



IAN SPANGLER

Digital Product Designer

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PROFILE

Goal-driven interaction 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 (Perm. Consultant) @ 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 7 editorial/news brands receiving 77+ 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.

UX/ UI Designer & Creative Director @ Freelance

Remote | March 2017 - Present

Lead and execute on digital projects as a part-time consultant with TopTal, former creative lead with Designity, and independent freelancer.

- Define strategy and architecture for brand-elevating website overhauls.
- Conduct comprehensive UX audits to synthesize business objectives, user insights, competitor research, analytics, and usability assessments into holistic solutions.
- Survey and interview target user segments to validate and prioritize product features.
- Generate a range of design artifacts including user flows, site maps, wireframes, mockups, and clickable prototypes.

Co-founder & Director of UX Engineering @ The IF List

New York, NY | February 2013 - August 2016

Co-designed, built, and managed the go-to platform for 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 Engineering @ 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