



# IAN SPANGLER

Digital Product Designer

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## PROFILE

Goal-driven interaction designer and product leader excelling at shaping early-stage products. 15+ years professional experience delivering custom web and mobile solutions to national brands. Tactical user-centered thinker and maker who has worked in all phases of the product lifecycle.

## EXPERIENCE

### Product Design Lead @ Space and Flow

New York, NY | February 2021 - Present

Design pre-MVP software applications, working at the helm of several Agile teams to productize a growing suite of tools for business professionals.

- Analyze and distill elaborate technical requirements into user-friendly and approachable interface designs.
- Create prototypes of varying fidelity and conduct user tests to ensure usefulness and usability of solutions.
- Coordinate closely with product managers and tech lead to define strategy, sprint goals, and roadmap.
- Plan and facilitate workshops to synthesize user insights, ideate, and prioritize features.
- Run quality assurance reviews to keep engineering progress aligned with design vision.

### Principal Designer (Contract) @ ZergNet/ Static Media

New York, NY | January 2016 - April 2021

Worked directly with C-level leaders, engineers, and marketers as an integral one-man design department of a fast-growing media startup.

- Produced and iterated on CTR-optimized website designs for 9 editorial/news brands receiving 80+ million visitors per month.
- Forged and elevated visual identities of ZergNet-owned-and-operated properties across multiple channels.
- Generated annotations and brand guides and worked closely with developers to ensure accurate translation of designs.

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

Remote | March 2017 - November 2020

Led and executed on digital projects as an independent consultant and agency project manager.

## SKILLS

UI & Visual Design

Prototyping

Information Architecture

Testing & Analysis

Responsive Web Design

Front-end Development

Project Management

Research & Strategy

Mentorship

## TOOLS

Adobe Creative Suite

Sketch

Figma

Miro

Invision

Zeplin

HTML/ CSS

Javascript

Wordpress

Google Analytics

**UI/ UX Designer & Creative Director (Freelance)** (Cont'd)

- Defined strategy and architecture for brand-elevating website re-designs.
- Produced wireframes, mockups, user flows, site maps, prototypes, and other design artifacts.
- Guided clients and designers through a systematic iterative process to arrive at final deliverables.

**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 imagining books as movies and TV shows, attracting 300+ best-selling authors.

- Developed an on-boarding flow that helped spur an 11% average activation rate and 100,000 users registered in first 9 months.
- Devised a series of innovative, intuitive forms that inspired users to publish hundreds of thousands of story and casting ideas.
- 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 rich custom features and admin tools.
- Prepared user activity reports from Google Analytics data and SQL queries to inform actionable insights for boosting user engagement.

**Interactive Designer @ Townsquare Media**

New York, NY | October 2011 - February 2013

Worked with product managers, art directors, and developers to launch a large 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.

**TEACHING****Part-time Faculty @ Parsons School of Design**

August 2019 - December 2020

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

**Startup Mentor @ Parsons Entrepreneurial Lab**

November 2015 - October 2019

Helped early-stage startup founders build their digital presence and skills in a design-led accelerator.

**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.

**EDUCATION****MFA, Design & Technology @ Parsons School of Design**

August 2005 - May 2007

Concentration in Interaction Design.

**BA, Film @ Vassar College**

Member Phi Beta Kappa & General Honors.

**CERTIFICATES****UX Design**

September 2018

Interaction Design Foundation.