

Ian Sagabaen

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I am a product designer with years of agency experience with a goal to create excise-free experiences for desktop, mobile & web interfaces. I'm passionate about typography & the Swiss design approach (grid systems, simple interfaces). Communication is critical in my work as it's required to provide clear build instructions of my

- Swiss design
- mobile design
- prototyping
- HTML & CSS
- project management
- usability testing
- storyboarding
- typography

designs for engineering, sharing my ideas of products to stakeholders, & leading design reviews with structured processes. I create new products from conception to development, whether it's a brand new app or adding a new feature to an existing one.

- Agile/Scrum development
- requirements collecting
- wireframing
- screenflows
- functional specifications
- corporate branding
- email marketing

Facebook

Menlo Park, California

SOCIAL MEDIA COMPANY

Product Designer

July 2015–present

Internal tools

Led an engineering-dominant team in applying design thinking in creating sales tools.

Style guide

Established UI components for reuse document in a cohesive style guide, integrating it with the developer component library.

Prototyping, user testing

Conducted persona research via user interviews, created rapid click prototypes & interaction examples for testing.

Hackathon participant

Was able to work on passion projects to create new productivity tools outside the scope of normal job requirements.

SugarSync

San Mateo, California

CLOUD STORAGE COMPANY

Principal Product Designer

September 2013–July 2015

Visual design championing

Built a new visual design pattern for the product & corporate branding, all maintained through formal UI kits for reference & consistency.

User experience design

Lead the product team to produce features & experiences to enhance the app's current usability from wireframes to click prototypes to functional specs for development.

Cross-platform

Designed app for the desktop (both OS X & Windows) and mobile (iOS & Android) in different mobile form factors, being mindful of experience consistency.

Project management

Work is executed through the Agile practice to align efforts between engineering & design. Communication & priorities maintained via JIRA/Confluence & InVision.

Exygy

San Francisco, California

WEB & APP DEVELOPMENT &
DESIGN AGENCY

User Experience Designer

November 2012–July 2013

Web & mobile apps

Designed the user experience for iOS & web apps. Sketched screens, created prototypes, and provided functional specifications for user flow consistency.

Responsive design

Converted desktop layouts to be optimally viewed on smartphones & tablet devices, being mindful of each devices' viewing restrictions.

Usability consulting

Provided critiques to existing clients' websites & web apps with redlined documents, high-fidelity mockups & analytics research.

Strategic input

Met with clients to provide design input & synthesized feedback. Worked with developers in person & remotely in two-week sprints for product quality.

CompareNetworks, Inc.

South San Francisco,
California

ONLINE MARKETPLACE &
MULTIMEDIA PRODUCTION

Senior Graphic Designer

September 2008–
November 2012

Brand development & unification

Developed corporate graphic design background by creating the styles & corporate identities for multiple scientific industries, unifying them in websites, logos, online advertisements & print materials.

Best conventions

Constantly pursuing research to build a library of proven best practices to implement on all produced work, creating a consistent & autonomous design (important for corporate designs).

User testing & research

Conducted user testing sessions & compiled my findings into documentation to increase the usability of our customer-facing websites.

Project management

Collect requirements from stakeholders to ensure that scope and deliverables are understood, as well as educate in my design decisions. Managed as many as 12 different major clients within a week's time.



Graphic designer for various media

Designed custom graphics & user interfaces for interactive websites, games, & viral videos. Worked with print companies to produce sales media kits, print advertisements & other related collateral.

Email campaign designs

Designed & coded online newsletters and email advertising according to email rendering standards.

GlobalFluency

Palo Alto, California
PUBLIC RELATIONS FIRM FOR
TECH COMPANIES

Graphic Designer,
Photographer, Web
Developer
July 2007–August 2008

Custom design by clients specifications

Responsible for creating custom artwork & website designs according to clients' requests.

Cross-team liaison

Worked closely with the Marketing & Public Relations departments to help create collateral materials. Create corporate digital artwork on request.

Brand development & moderation

Developed corporate branding from moodboards & sketches, then monitored branding guidelines company-wide for consistency.

Photography

Continually trying to find ways to incorporate professional photography into design work whenever applicable.

Sagacity Creative

sagacitycreative.com
PRINT & WEB DESIGN SERVICES

Owner, UI/UX designer,
graphic designer,
photographer
October 2002–present

International designer with conventional methodologies

Collaborated with developers internationally in creating commercial websites, sharing ideas through storyboards, wireframes, & functional specifications.

Web development

Created & developed sites on the Wordpress platform for personal & commercial clients.

Print design

Established print & email advertising campaigns for audiences ranging from corporate to youth/urban markets.

Samaritan work

Performed pro-bono for non-profits & city organizations as charitable work.

Persona & scenario-building

Conducted research to develop personas and scenarios for the average user in a specific website/market. Websites were crafted for the majority of the intended users within that field.

Mashups

Designed & developed Google Maps mashup websites & maintain awareness through Facebook fan groups (one of which is with more than 3,100 fans & growing).

Photographer

Provided photography services as an event photographer & managed my own photo studio.

Dentcon Systems, Inc.

San José, California

Graphic Designer
September 2004–July 2007

Developed corporate identity, company website & other marketing materials. Designed web & print advertisements for the business. Spearheaded successful promotions with limited funding. Trained other staff members as a manager of a part-time design team.

Achievements

International studies, study abroad scholarship winner. Studied abroad in Japan for a year to study the art, culture, & language. Moonlight as an event, product & portrait photographer. Musically inclined: church choir member & part of the school orchestra for nearly a decade, member of an *a capella* singing group.

Participated in gallery shows & exhibited my art. My family & home are featured on AOL.com. Currently maintain a few personal blogs & some websites. Acted in a few viral videos for the scientific community. An Oakland Athletics official fan personality. As of April 10, 2012, first Google search result for **greatest sign maker**.

Education

San Jose State University

BA Graphic Design & BA Photography

San Francisco State University

Multimedia Studies, Interaction Design

Okayama University, Japan

Art & Design Studies, Japanese Culture & Language