



IAN STARK
UX & VISUAL DESIGNER

CONTACT

www.ianstark.design
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253-514-3412

EDUCATION

AA IN GRAPHIC DESIGN
Seattle Central College
Fall 2017 - Spring 2019

BA IN JOURNALISM & PR
Western Washington University
Fall 2009 - Spring 2012

AWARDS

AMAZON DESIGN CHALLENGE
First Place - Winter 2018

ABOUT ME

I'm a multidisciplinary designer with a focus on visual storytelling and user experience design. My background in public relations, marketing and front-end web development allows me to find intentional solutions to complex problems and create engaging pieces with a user-centered focus. Through an interdisciplinary and collaborative approach, my goal is to create lasting and accessible work that appeals to all types of people.

EXPERIENCE

Portland Trail Blazers | December 2019 - Current
Digital Design Intern

Experience:

- Assist in design, development and maintenance of all online properties including but not limited to trailblazers.com and rosequarter.com
- Design Trail Blazers and Rose Quarter digital assets for Ticket Sales and Services, Social Responsibility, Corporate Partnerships, Game Operations, events, concerts, family shows and general marketing
- Create co-branded promotional web elements for Trail Blazers corporate partners including landing pages and interactive fan experiences
- Design graphics for social media sites including Facebook, Twitter and Instagram
- Develop landing and splash pages, emails and web ads for trailblazers.com and rosequarter.com
- Design and develop graphics and interactive fan experiences for the Trail Blazers mobile app

Accomplishments:

- Over 13,000 pageviews within 24-hours of landing page launch
- Led the league in website time spent on desktop for five consecutive weeks

Killer Visual Strategies | August 2014 - March 2016
Marketing & Public Relations Manager

Experience:

- Drive company brand marketing strategy, customer experience and competitive analysis
- Cross-collaborate with Creative, Sales, Content and Executive teams on brand campaigns, aligning marketing activities with revenue goals and product development
- Lead marketing KPI goal setting, campaign analysis and optimization planning
- Lead email marketing program, including template design, copywriting and A/B testing
- Manage launch and sustained momentum of company ecommerce store, including marketing planning, goal setting and performance analytics, order fulfillment and customer service
- Collaborated on the redesign and implementation of the company website

Accomplishments:

- 23% average email marketing campaign open-rate
- 4% email marketing conversion rate

EXPERTISE

SOFTWARE

Adobe Creative Suite
Splash, Knak
Drupal, Wordpress
Sketch, Invision
Cinema 4D, ZBrush, Maya
Unreal Engine, Unity

SKILLS

Front-end web development
Email design development and strategy
User experience design
Brand development and strategy
Marketing content and design
Digital ad campaigns