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Hi Red Cell Crew,

My name is Bert and I've spent 3 decades designing across 8 disciplines and more business sectors than I can list in a cover letter.

What I've learned is that product design done right isn't a service function. It shapes what gets built, not just how it looks. That framing in your job description is exactly why Red Cell caught my attention.

My background runs the full startup lifecycle: 0→1 concepting, north star visions, scalable design systems, brand architecture, and everything in between. I've worked in regulated and high-stakes environments where there's no room for ambiguity on decisions — but also no time for process theater. I move fast, I stay hands-on, and I know when to build a system versus when to just ship the thing.

The work I'm most energized by right now sits between product design and AI, not AI as a feature, but as an architectural layer. I've been designing and building agent systems: mapping workflow opportunities through UX discovery, prototyping interaction models, and solving the harder problems around memory, personality consistency, and long-term user trust.

These aren't theoretical exercises, they're live builds. The AI integration skills your role asks for aren't a nice-to-have for me. They're where I've been investing my time as AI's time has come..

The portfolio model Red Cell runs is honestly the environment I'm built for. Multiple companies, different stages, different problems, each one needing design that's both immediately useful and durably structured. I'm the kind of designer who gets restless doing the same thing twice, but obsessive about getting the systems right so I don't have to.

I'd welcome a conversation. My work is at bertmahoney.com.

Be well.

Bert Mahoney