

Contact

3790 Oakwood Drive
Longmont, Colorado
#(805) 225-7061# (Work)
bert.mahoney@gmail.com

www.linkedin.com/in/bertmahoney
(LinkedIn)
bertmahoney.com (Portfolio)
berchman.com (Other)

Top Skills

Design Tools
Storytelling
Graphic Production

Certifications

Product-led Certification
Critical Thinking
Sketching for UX Designers
Pitching Yourself for Opportunity
Miro for UX: Brainstorming and
Collaboration

Honors-Awards

American Web Design Awards
Fine Arts Library Collection Award,
Stevens-German Library

J Bert Mahoney

I design reasoned solutions to complex ideas | Design + Systems
Thinker: UCD, AI, a11y | Board Member VCDA—Volunteer
Webmaster | Volunteer US Digital Response | Perpetual learning is
my jam.

Denver Metropolitan Area

Summary

I am a senior-level design specialist with a robust career spanning
eight disciplines: Digital, Advertising, Branding, Packaging,
Educational, Marketing, Editorial, and Book design.

I have designed over 1,000 successful digitally-based projects,
including responsive and transactional software solutions for both
mobile and desktop platforms.

My experience in over thirty industries showcases my adaptability
and problem-solving skills when faced with diverse challenges.

Key Achievements:

HamiltonBerchman (2005 – Present):

- Designed over 1,000 successful projects, enhancing digital
experiences across multiple platforms.
- Led cross-functional teams to develop design solutions that
adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing, integrating
data insights to inform design decisions.

Hatch Early Learning Inc.:

- Streamlined onboarding processes, reducing steps from 19 to 6,
significantly improving user engagement.
- Leveraged AI for research and creativity, accelerating and
enhancing design processes.
- Conducted user research and created personas to boost product
usability and customer satisfaction.

Art+Logic Inc.:

- Led design for a \$2M auctioneering software refactor project, delivering high-quality client communication, management, prototypes, and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contracts through exceptional customer service and innovative design solutions.

AGIA Insurance:

- Improved conversion rates by 20% and increased email engagement by 25% through strategic design and coding enhancements.
- Conducted A/B testing and utilized data analytics to refine marketing campaigns and digital experiences.

My work style reflects a no-compromise attitude towards producing quality work, ensuring efficiency and effectiveness under deadlines. Trusted to handle projects independently, I consistently deliver high-quality and reliable results.

Passionate about design, I excel in leading projects from conception to product delivery—0 to 1—and making a significant impact. I aim to contribute to a team that values swiftness, creativity, and excellence in the design process, delivering quality and timely results.

Experience

HamiltonBerchman

Self Employed IC Digital Designer

February 2005 - Present (19 years 10 months)

Ojai, California

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I've been fortunate to work with great clients across the business spectrum. I design solutions focused on solving well-defined business problems.

- Millions of dollars in revenue generated from over 1,000 successful projects

- ▶ Projects include websites, mobile & desktop software, email marketing, and branding
- ▶ Given American Web Design Award for Intuit's internal message and news aggregation website
- ▶ Experience leading and directing cross-functional and multi-geographic teams remotely

Hatch Early Learning

Senior User Experience Designer

November 2022 - May 2023 (7 months)

Winston-Salem, North Carolina, United States

- ▶ 13 steps removed from onboarding for all users & all products—a 19-step process down to 6
- ▶ Used AI to help research and create 12-user personas based on software analytics
- ▶ I was Senior of two UX Designers on a 10-person product team solving digital business problems
- ▶ I used Artificial Intelligence, AI to assist with research and ideation
- ▶ AI became a working accelerator in my design process, and I continue to use it today
- ▶ Coached junior designer and provided constructive criticism and design feedback

Art+Logic

Senior Software Designer, UX, UI

June 2016 - April 2022 (5 years 11 months)

- ▶ The lead and solo UX designer for a two-million-dollar auctioneering software refactor — all on me
- ▶ One to 16 people per team — collaborated remotely and ensured timely delivery of projects

- ▶ Secured six and seven-figure projects with the quality of the discovery and prototype work for clients
- ▶ Millions in contract dollars secured for A+L through excellent customer service and relations
- ▶ Leadership provided on many large complex projects in healthcare, legal, and financial domains
- ▶ Used UXPin, Adobe XD, and ended on Figma

AGIA

Senior Web Designer, Digital Marketing

2013 - 2015 (2 years)

Carpinteria, California

- ▶ Saved over \$100,000 in revenue from client project cancellations from previous designer's work — made it right
- ▶ 20% conversion rate improvement by designing more intelligent and responsive digital marketing campaigns.
- ▶ 25% improvement in email engagement after refactoring legacy email templates with custom programming
- ▶ Programmed dozens of emails to deliver content based on behavior, thus dynamically increasing engagement
- ▶ Implemented A/B, multivariate testing to measure and improve performance using the Salesforce platform
- ▶ Provided 20 clients with custom email design and programming as well as custom landing page design
- ▶ 2 million email subscribers were typical for single email campaign deployments

AIGA Design

Director of Internet Strategy and Services

2007 - 2010 (3 years)

- ▶ I delivered a range of web design, development, and strategic consulting services for the local chapter gratis to the chapter
- ▶ I was one of the original founding members of the national design organization AIGA in Santa Barbara, California in 2007

Education

Hartwick College

Bachelor of Science (BS), Information Science

Hartwick College

Bachelor of Fine Arts - BFA, Fine and Studio Arts