

Hello. I'm Bert Mahoney,
a designer living in & working
from Ojai, California.

I help people and organizations create visual prototypes of ideas, promoting clear communication of concepts. I design experiences and interfaces for software, websites, and mobile applications by listening to my collaborators, asking questions, and uncovering possibilities until things make sense.

My work spans multiple design disciplines, including software and technology (UX+UI), branding and identity, graphic, publication, packaging, and advertising.

Thank you for the opportunity to submit this document. I've included six projects as requested, each linking to [my website](#). I'm looking forward to continuing this process after your review.

Please click anywhere to proceed.

With gratitude,



Ophthalmic Software Design

INDUSTRY

Medical Devices, Healthcare

TYPE

Software Application

MEDIUM

Internet

DURATION

Six Months

MY ROLE

Discovery, User Experience & Interface Design, Illustration

CONSTRAINTS

International. English is not the only language used inside the User Interface.

DELIVERABLES

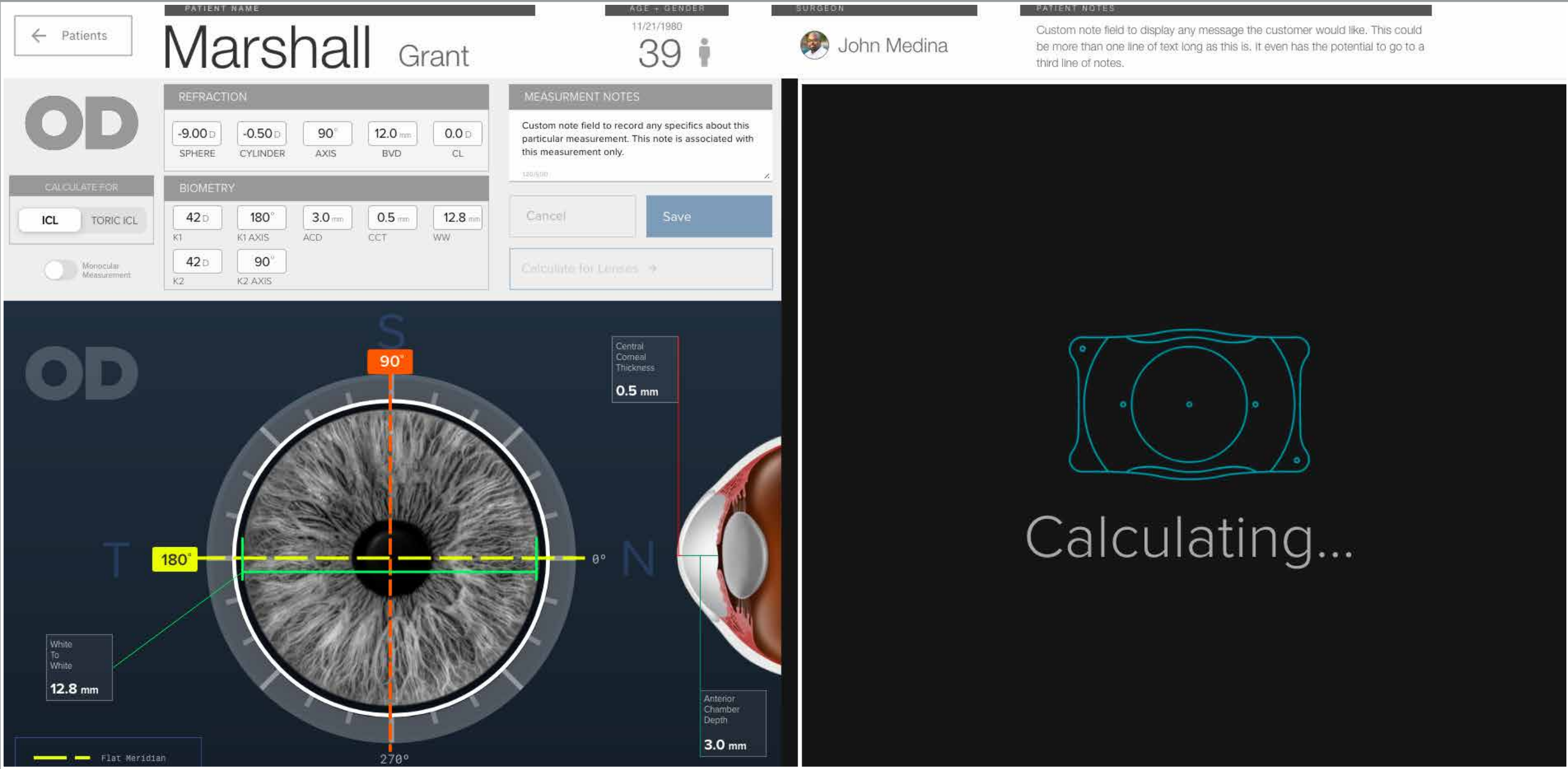
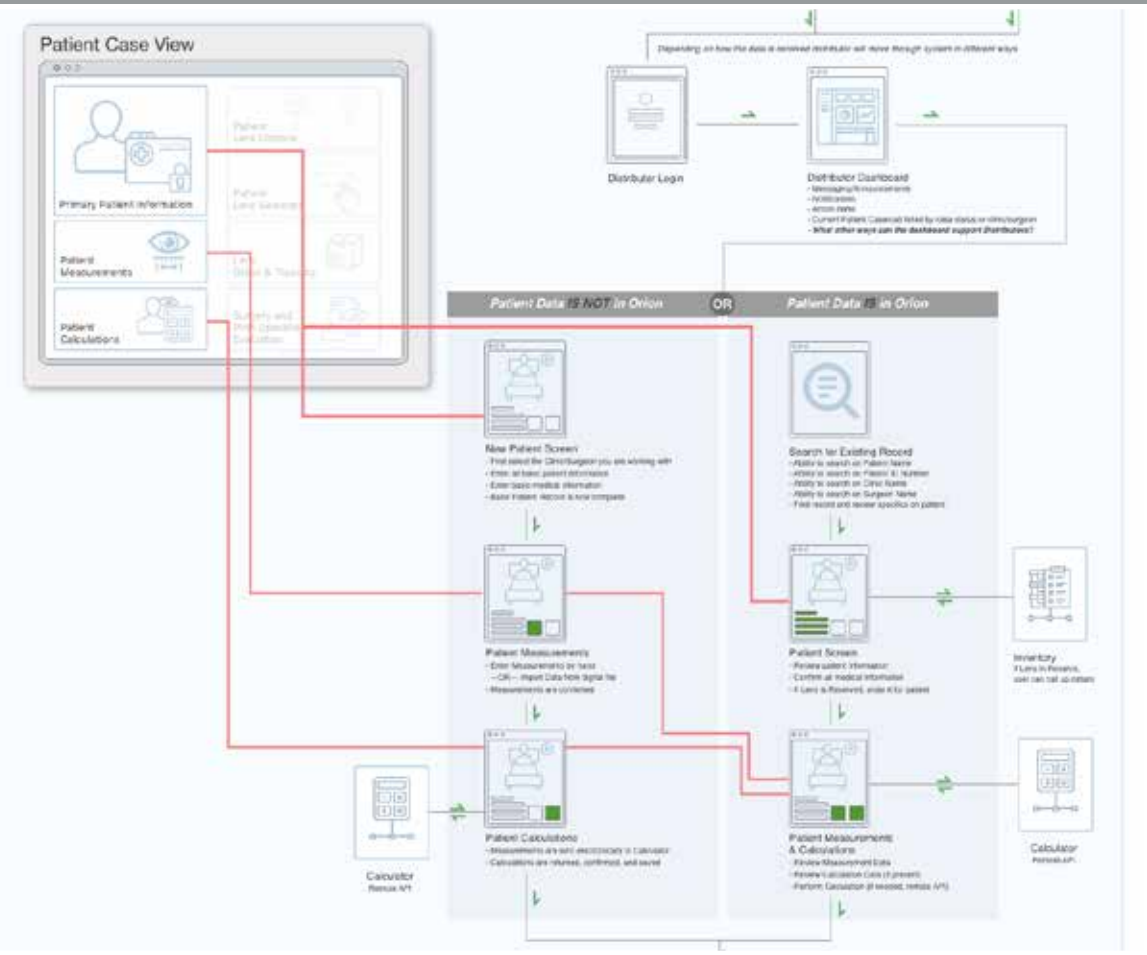
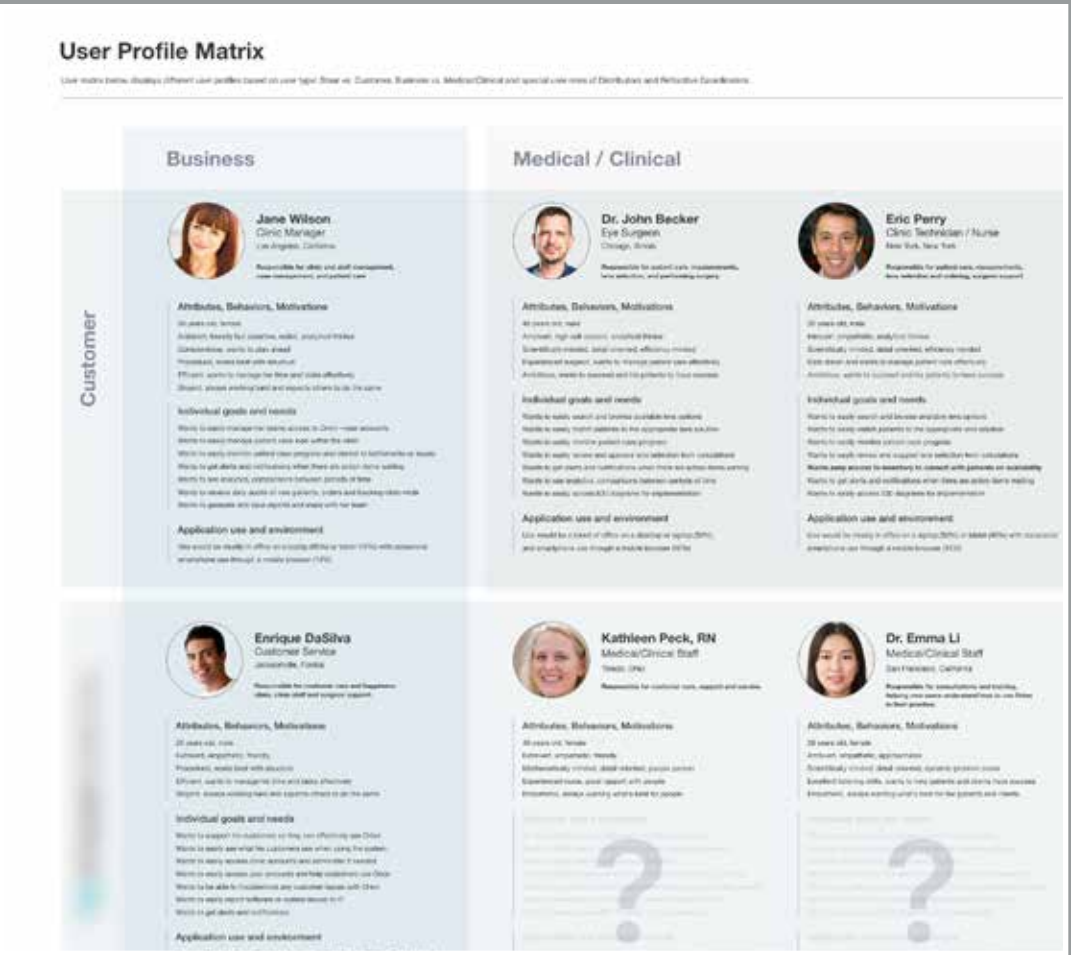
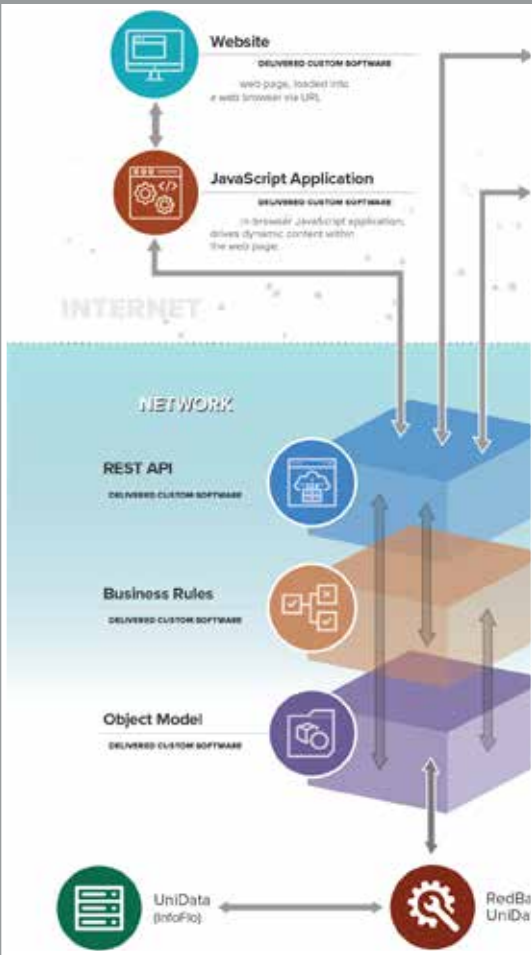
User Matrix & Workflow(s) for each type of user.
Interactive Figma files that one could click through.

OUTCOMES

All work was well received and highly regarded by our client contact and his C-Suite.
The client awarded the development project to our team.

SUMMARY

I redesigned a legacy software system with a user-centric approach. The client is a global leader in designing, manufacturing, and marketing implantable lenses for the eye. To support their growth and improve overall efficiency, they wanted to develop new software to manage lenses from a ‘patient-centric’ perspective.



Various screen captures from my design and illustration work.

Real Time Vehicle Auction Software

INDUSTRY

Automotive, Auctioneering

TYPE

Software Application

MEDIUM

Internet

DURATION

Twenty-Four months, ending 2019

SUMMARY

I redesigned a 30-year-old legacy system that combined digital and analog processes. It was a complex merger of procedures, knowledge, insight, and precision that took over two years, delivering an interface to manage real-time auctioneering.

MY ROLE

Discovery, User Experience & Interface Design

CONSTRAINTS

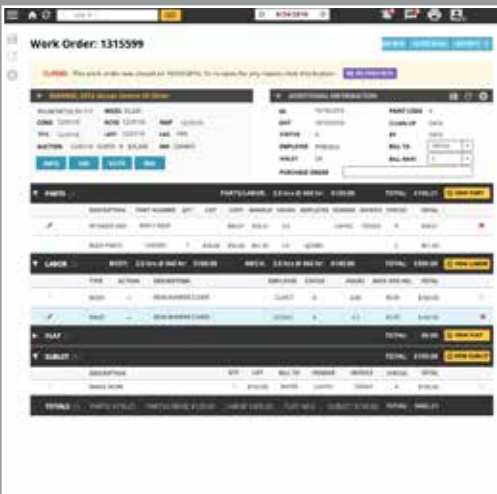
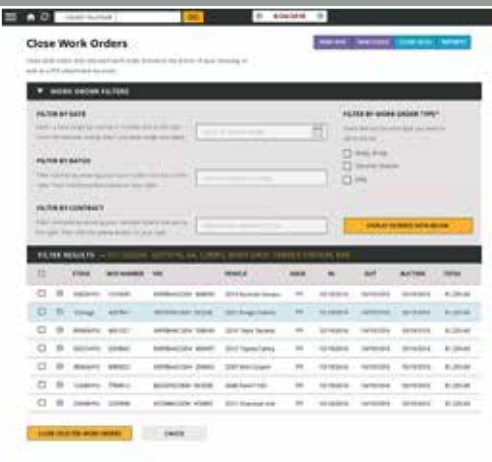
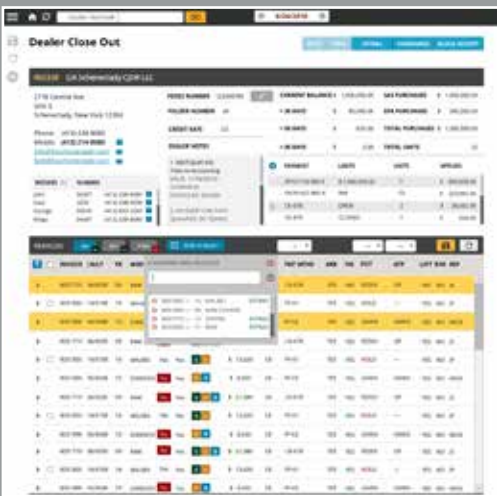
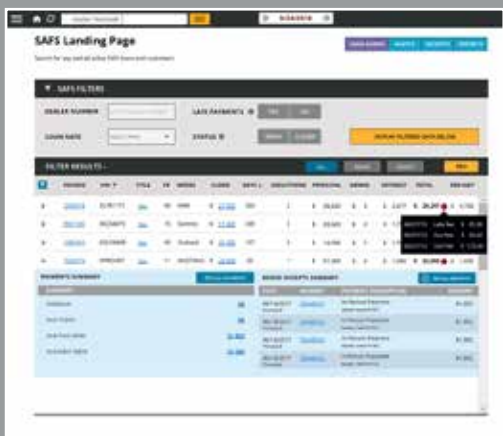
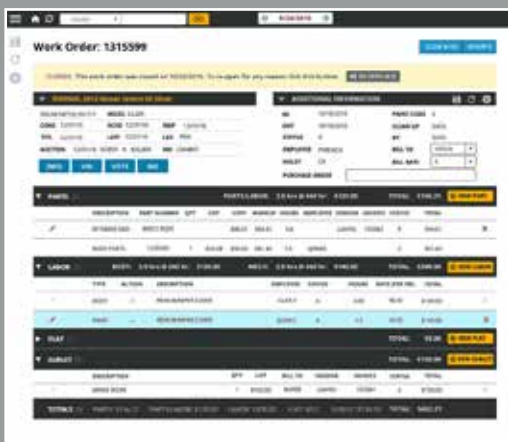
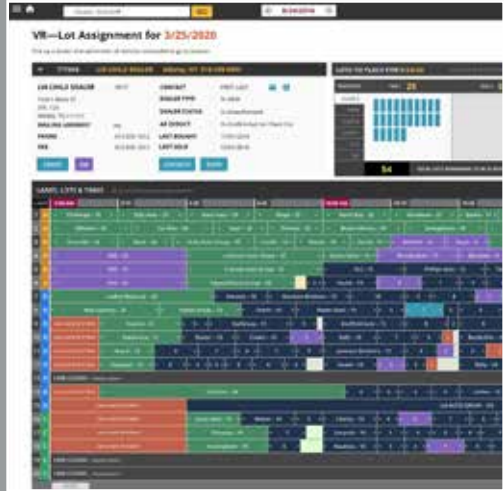
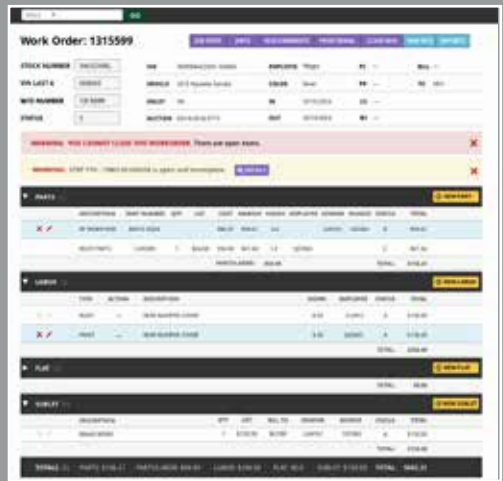
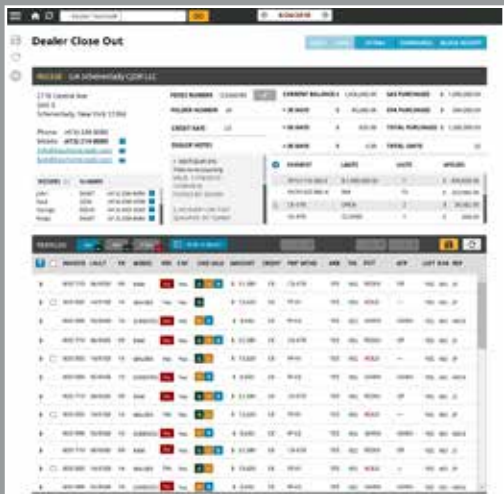
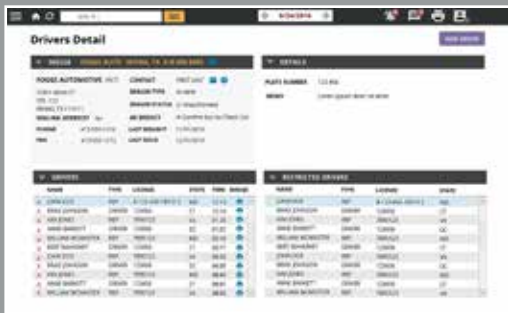
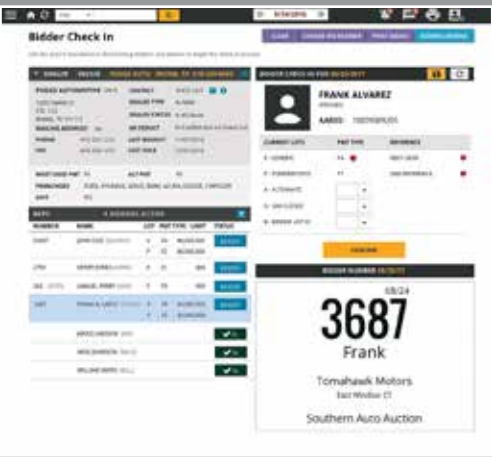
Redesign existing 30+ year old, undocumented, legacy software.
Departments were siloed within the organization. Company and business processes inside the legacy software were largely undocumented—information inside people’s heads.

DELIVERABLES

Dozens of Screen Designs, working with end users, client developers, and my developers to ensure users’ needs are met.

OUTCOMES

COVID-19 arrived, and the client put brakes on the project. Brought all design and development in-house. Unfortunately, I was unable to see the project to completion.



Twenty-five of the screens where I designed both UX and UI — There were over 40 screens I designed..

Acoustic Measurement & Calibration Software Design

INDUSTRY

Audio, Consumer Electronics, Manufacturing, Technology, Science

TYPE

Software Application

MEDIUM

Internet

DURATION

Nine months

MY ROLE

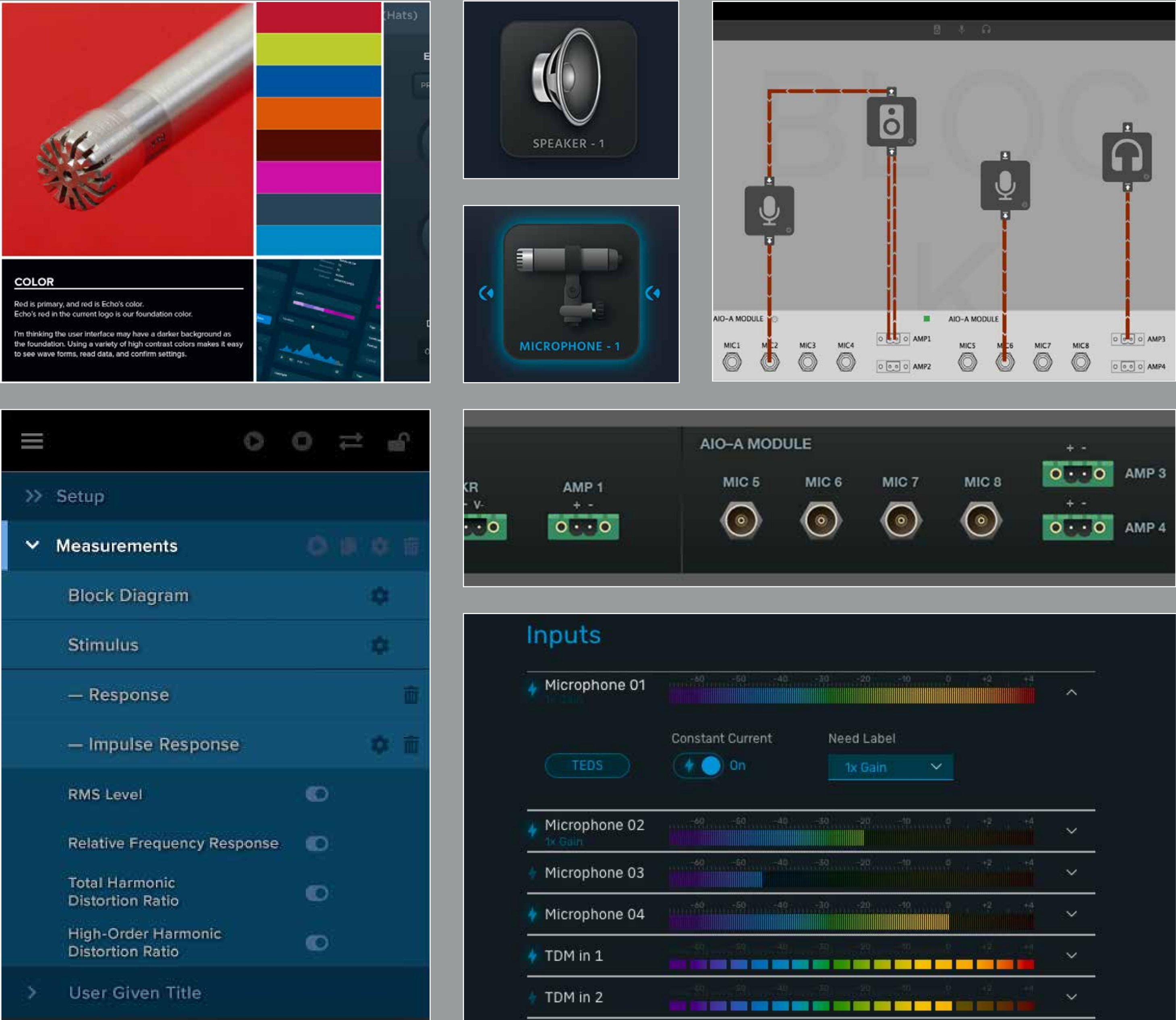
Discovery, User Experience & Interface Design, Illustration

DELIVERABLES

Dozens of Screencaps of design ideas and direction. UX wireframes, illustrations, and early stage UI design.

SUMMARY

I took an old UI design, rethought the access to tools with the client and delivered a new approach in the style and aesthetic the client was looking for.



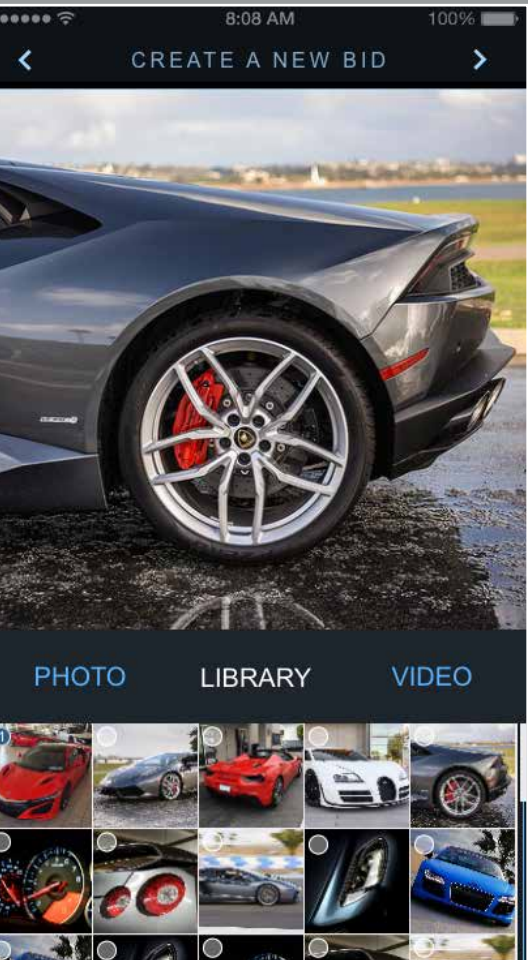
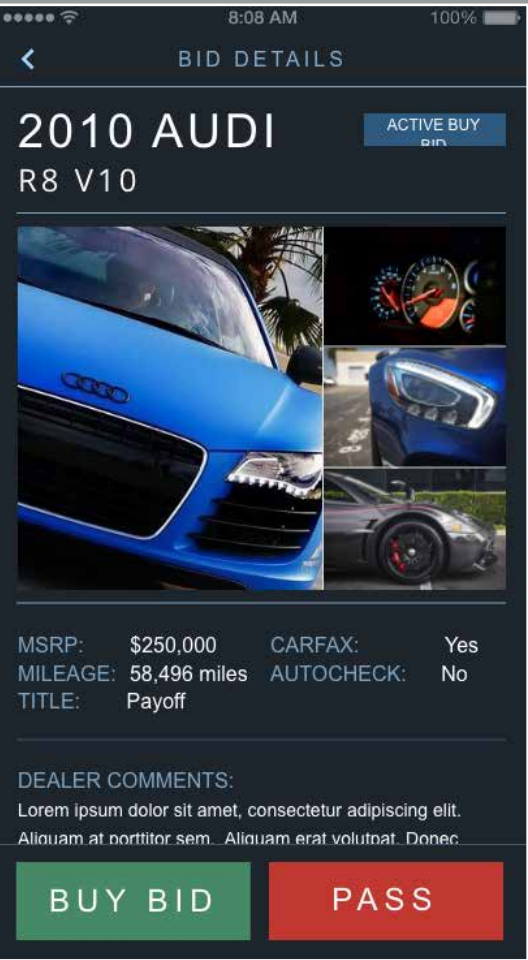
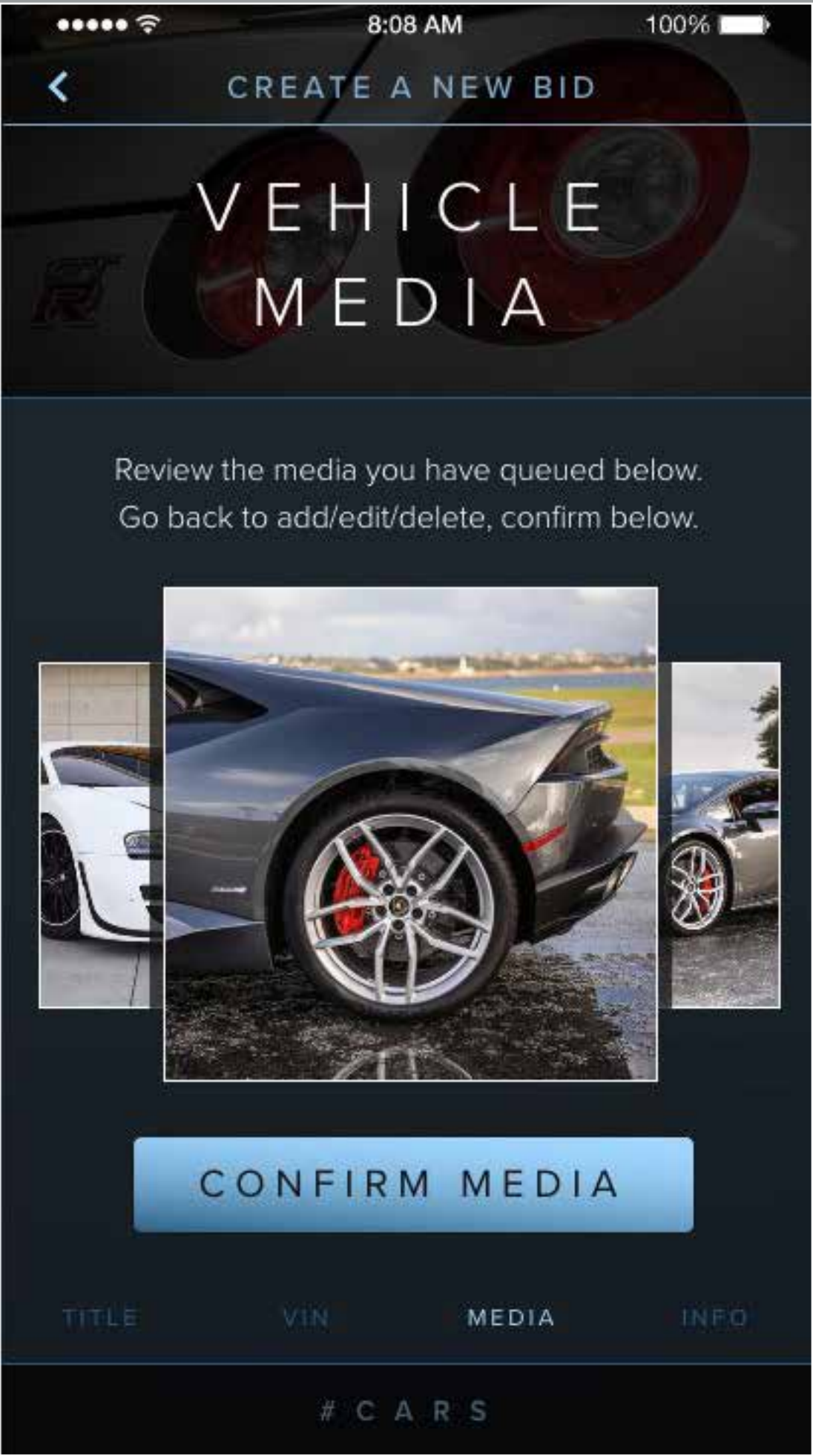
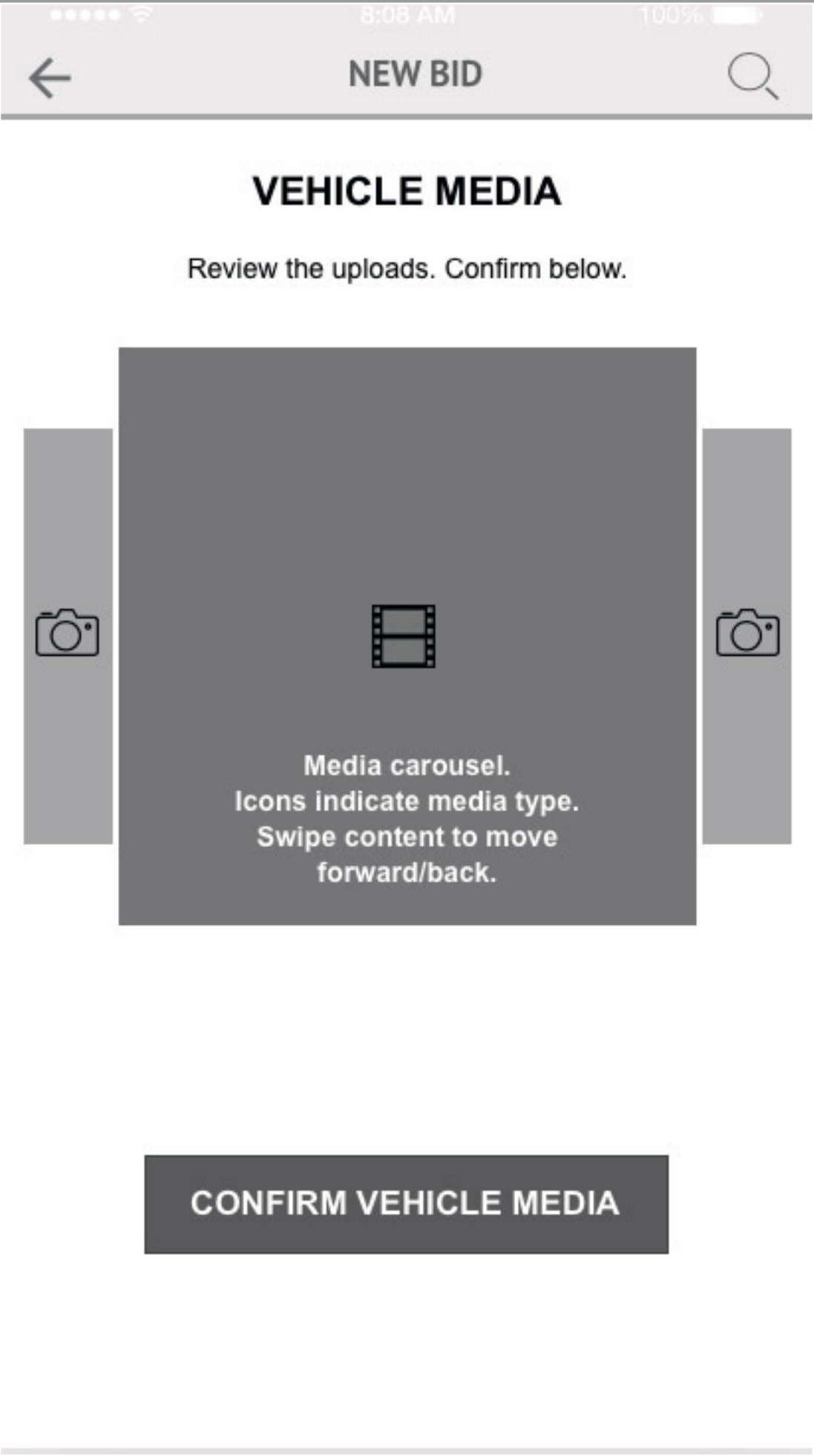
Various components I designed and illustrated for this project.

Exotic Vehicle Sales Mobile Application

INDUSTRY Automotive, Finance, Legal, Contractual, B2C2C	MY ROLE Discovery, User Experience & Interface Design	OUTCOMES Client ran out of self-funding and could not find investors to continue development. Story is someone did not pay him for a car he shipped to Texas.
TYPE Mobile Application	DELIVERABLES User experience screens to confirm flow and functional- ity. User Experience designs to help communicate idea to investors	
DURATION Six Months		

SUMMARY

I designed both form and function for this novel idea to centralize the buying and selling of exotic vehicles in an extremely niche market space. People in this space spent most of their day using their phones to do business, but through a random combination of tools on and off the smartphone (analog). Conceptually users could complete the entire buying and selling of the cars through the application.



Institutional Communication and Brand Design

INDUSTRY

Education, Marketing

TYPE

Brand and Communications Design

MEDIUM

Internet & Print

DURATION

Six Years, 1999—2005

SUMMARY

Upon arriving in my role, I discovered that each department within the school handled its communications. Designing, writing, printing, and mailing each project independently, the departments acted like separate schools, not one unified institution.

MY ROLE

Creative + Art Direction,
User Experience + Interface
Design, Print Production

CONSTRAINTS

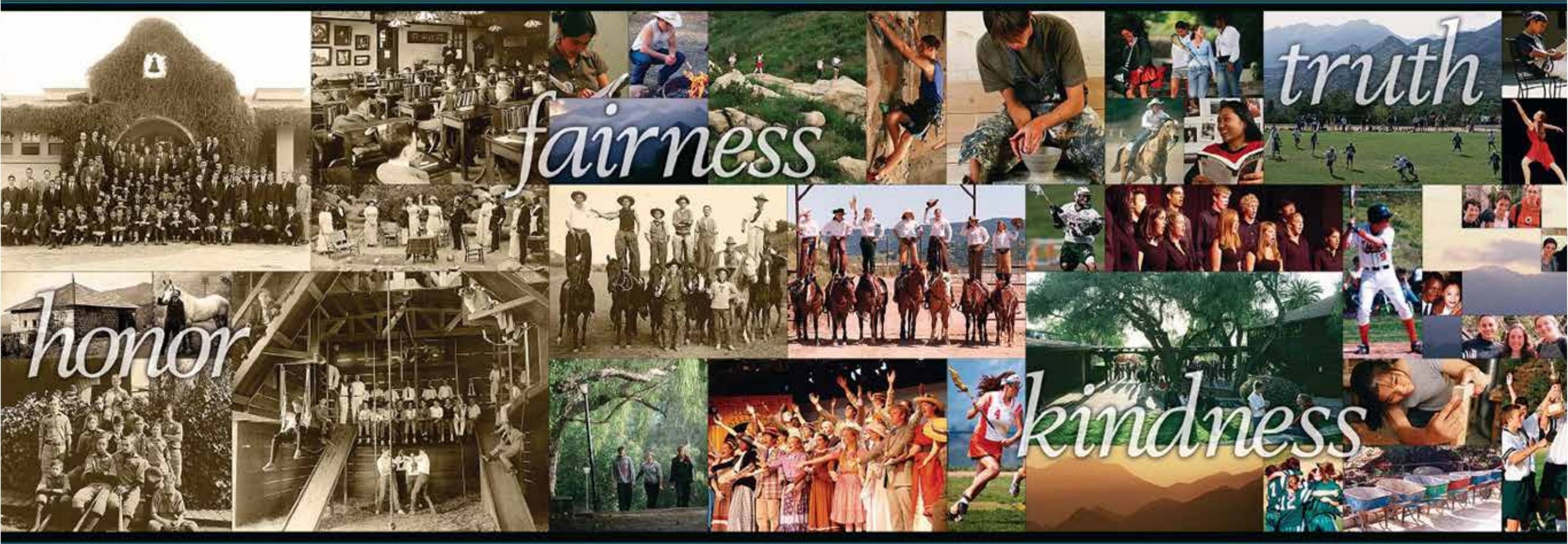
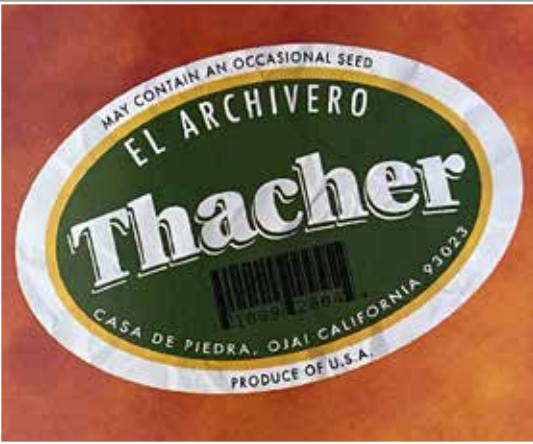
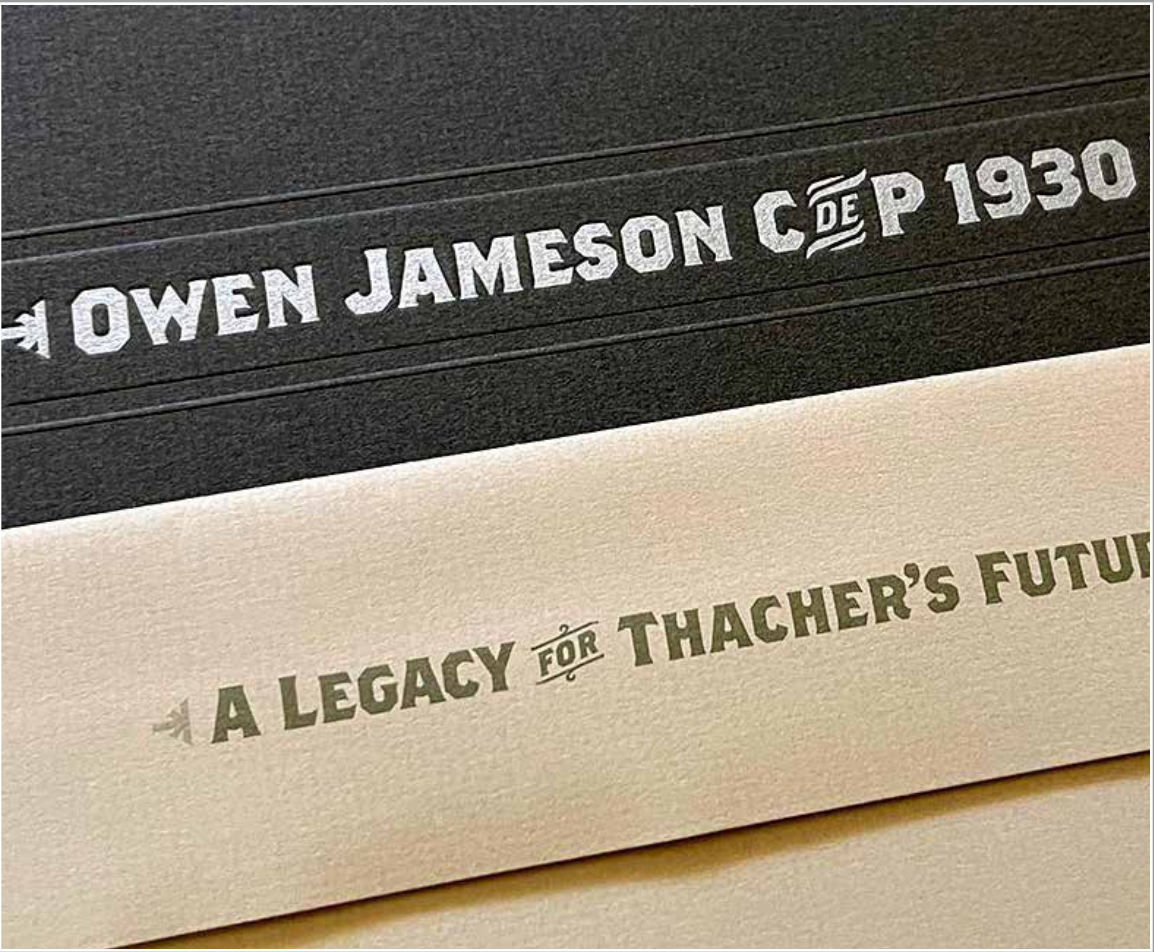
RWorking with multiple departments needing equitable time and space online and in print.

DELIVERABLES

Website (designed twice),
and all manner of print communications.

OUTCOMES

I provided the bridge from a disorganized and incohesive approach to design to one that matched the institution’s approach to education.



Surrogacy Escrow Management SaaS Design

INDUSTRY

Legal, Accounting, Medical, Healthcare, Surrogacy

TYPE

Software Application

MEDIUM

Internet

DURATION

Twelve months

MY ROLE

Discovery, User Experience Design

DELIVERABLES

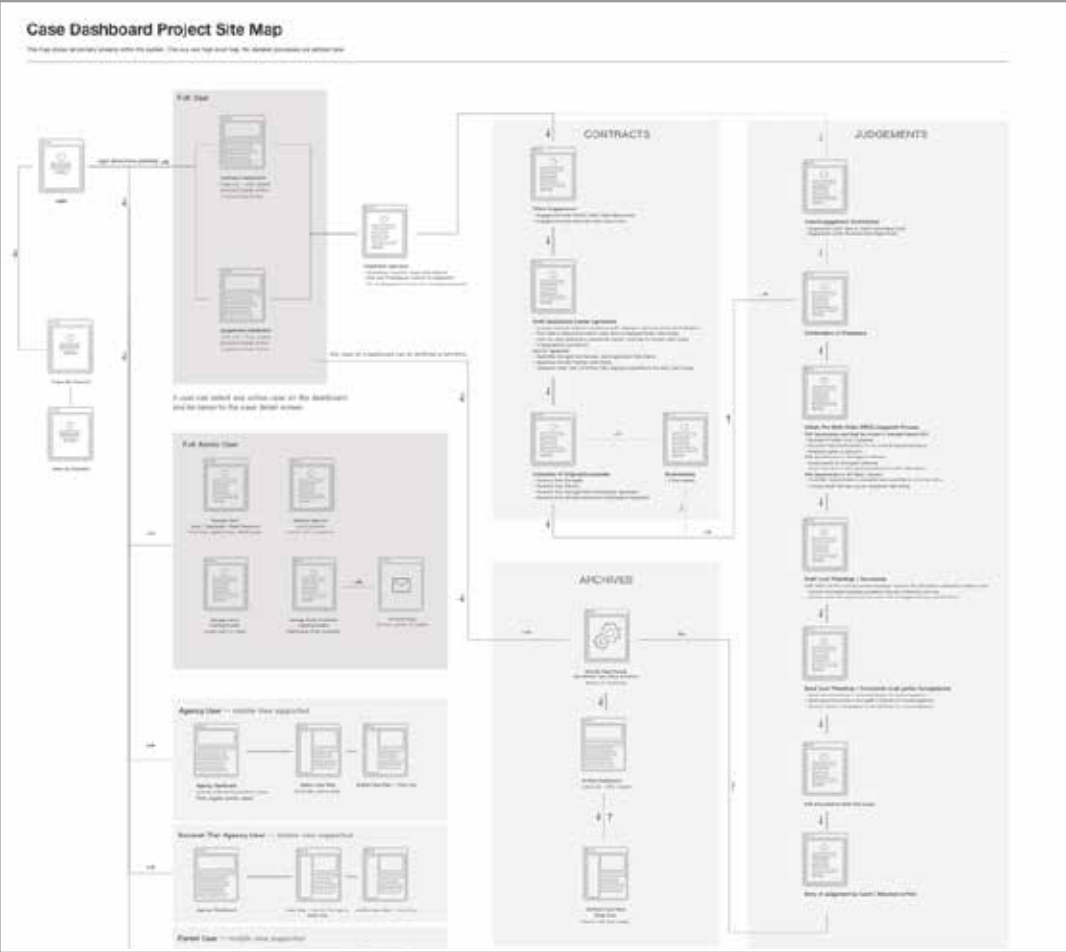
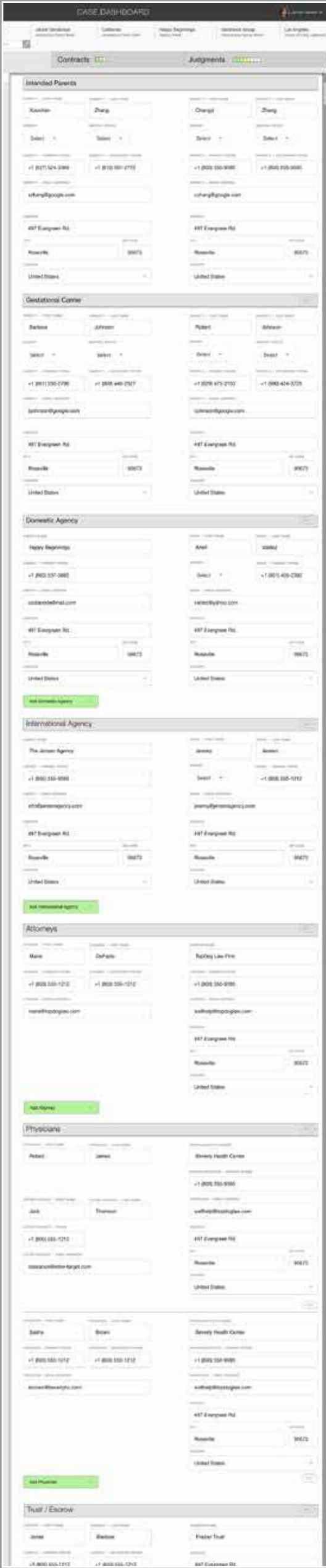
User experience design for administrative, agencies, lawyers, and clients (public). Includes workflow, functions, and wireframes.

CONSTRAINTS

Dealing with the legal, ethical and privacy issues of surrogacy challenged assumptions. The project moved slowly due to all the legal and privacy issues that needed to be re-researched and confirmed before proceeding with certain solutions.

SUMMARY

I helped an entrepreneur with a vision begin to make it real. Through numerous meetings and discovering what’s important and necessary, I mapped his ideas and developed the software’s early stage form and function—the goal was to design a minimally viable product.



Welcome to CASE DASHBOARD

Sandra Francis

Case Escrow

Overview Start Date 6/24/2020

New Disbursement Request

Ledger Balance \$ 17,485.87 Minimum Balance: \$10,000

Remaining Scheduled Payments \$ 24,225.44

Another Data Point \$ 3,224.25

All Recent Transactions

Date	Type	Amount
6/24/20	Disbursement	\$ 243.65
6/23/20	Disbursement	\$ 574.25
6/22/20	Disbursement	\$ 120.00
6/22/20	Disbursement	\$ 57.00
6/22/20	Disbursement	\$ 85.25
6/18/20	Disbursement	\$ 178.20

Payment Breakdown

23% 18% 9% 15% 30% 5%

Scheduled Payment Disbursement Surrogate Health Insurance Personal Other

All Transactions

Date	Type	Description	Payee	Status	Total	Balance
07/04/1927	Disbursement	rodent est durs durs sit	Grant Marshall	PENDING	\$ 7186.58	\$ 7186.58
05/12/1983	Disbursement	aboris exercitation veniam	Pena Valdez	PAID	\$ 2281.16	\$ 2281.16
08/08/1921	Disbursement	ilamco nisi sunt velit quis	Jessica Miles	PAID	\$ 1748.92	\$ 1748.92
26/08/1949	Disbursement	ulpa aliquo sint incididunt	Kerri Barber	PAID	\$ 3450.93	\$ 3450.93
19/10/1992	Disbursement	t labore dolor in sint.	Natasha Gamble	PAID	\$ 7374.43	\$ 7374.43
01/02/1952	Disbursement	st quis consequat laboris	White Castaneda	PAID	\$ 6070.62	\$ 6070.62
06/12/1997	Disbursement	iusmod enim sunt adipisicing	Vanessa Ryan	PAID	\$ 8158.81	\$ 8158.81
25/12/2012	Disbursement	t cupidatat voluptate do	Meredith Hendricks	PAID	\$ 292.20	\$ 292.20
17/09/1971	Disbursement	met do mollit quis ex nostrud.	Carol Kelly	PAID	\$ 9231.40	\$ 9231.40
11/12/1956	Disbursement	n tempor do minim eiusmod	Barrera Ramsey	PAID	\$ 9972.51	\$ 9972.51

CASE DASHBOARD

Zhang / GCarrier Jackie Sanderson Gestational Carrier Name California Gestational Carrier State Happy Beginning Agency Name

CURRENT STATUS Editable status displayed to clients

Primary Info Contracts

Case Manager Jennifer Jackson

Rush Case? 00/00/00 DATE TO BE COMPLETED AND SIGNED

Client Engagement Engagement Letter

Date Referral was Received 00/00/00 DATE SIGNED

Sent to Client 4/15/2020 DATE SIGNED Days since sent: 35

Letter Received 5/20/2020 DATE SIGNED

Medical Clearance Received 00/00/00 DATE SIGNED

Draft Gestational Carrier Agreement Revisions with GC Attorney for 8 days.

Contract drafted internally by staff, waiting for attorney review and finalization 00/00/00 DATE SIGNED

Add Special Document Select type CURRENT DOCUMENTS Husband Non-Participation

First Draft of Gestational Carrier Letter Sent to Intended Parent 00/00/00 DATE SIGNED

Display the date our review is set with the Intended Parent, if available 00/00/00 DATE SIGNED

Draft has been delivered to Gestational Carrier's Attorney for Review 00/00/00 DATE SIGNED

Display the date Gestational Carrier's Attorney is set to review with carrier 00/00/00 DATE SIGNED

In Negotiations Check step if step is completed ADD REVISION 00/00/00 DATE TO DISPLAY DRAFT

1. w/Client 4/15/2020 - 34 days
2. w/Attorney 4/30/2020 - 20 days
3. w/Client 5/05/2020 - 18 days

Out for Signatures 00/00/00 DATE TO DISPLAY DRAFT

Signed by Gestational Carrier and Spouse 00/00/00 DATE TO DISPLAY DRAFT

Signed by Spouse Separately

Signed by Intended Parents 00/00/00 DATE TO DISPLAY DRAFT

Signed by Intended Parents Spouse Separately

Clearance Letter Sent to Fertility Clinic 00/00/00 DATE SIGNED

Examples from my UX work on Case Dashboard.