

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

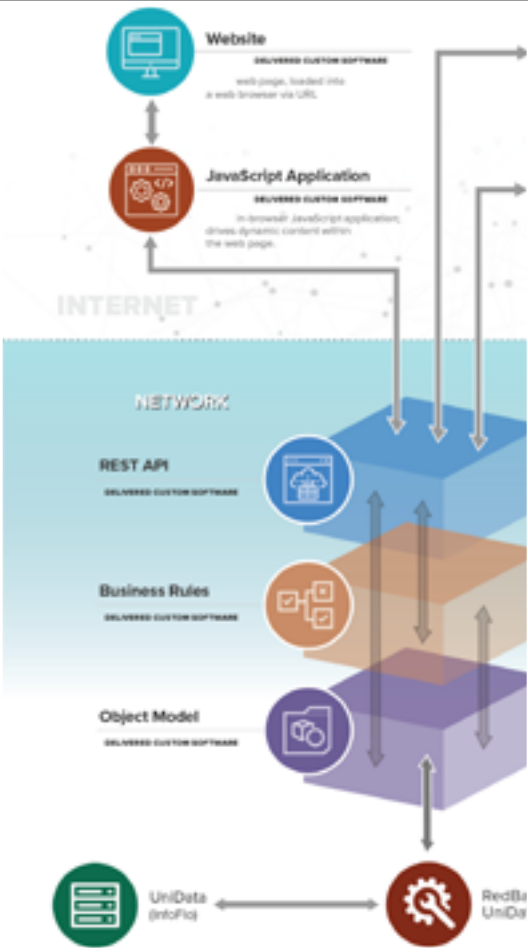
User Matrix & Workflow(s) for each type of user.
Interactive Figma files that one could click through.

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

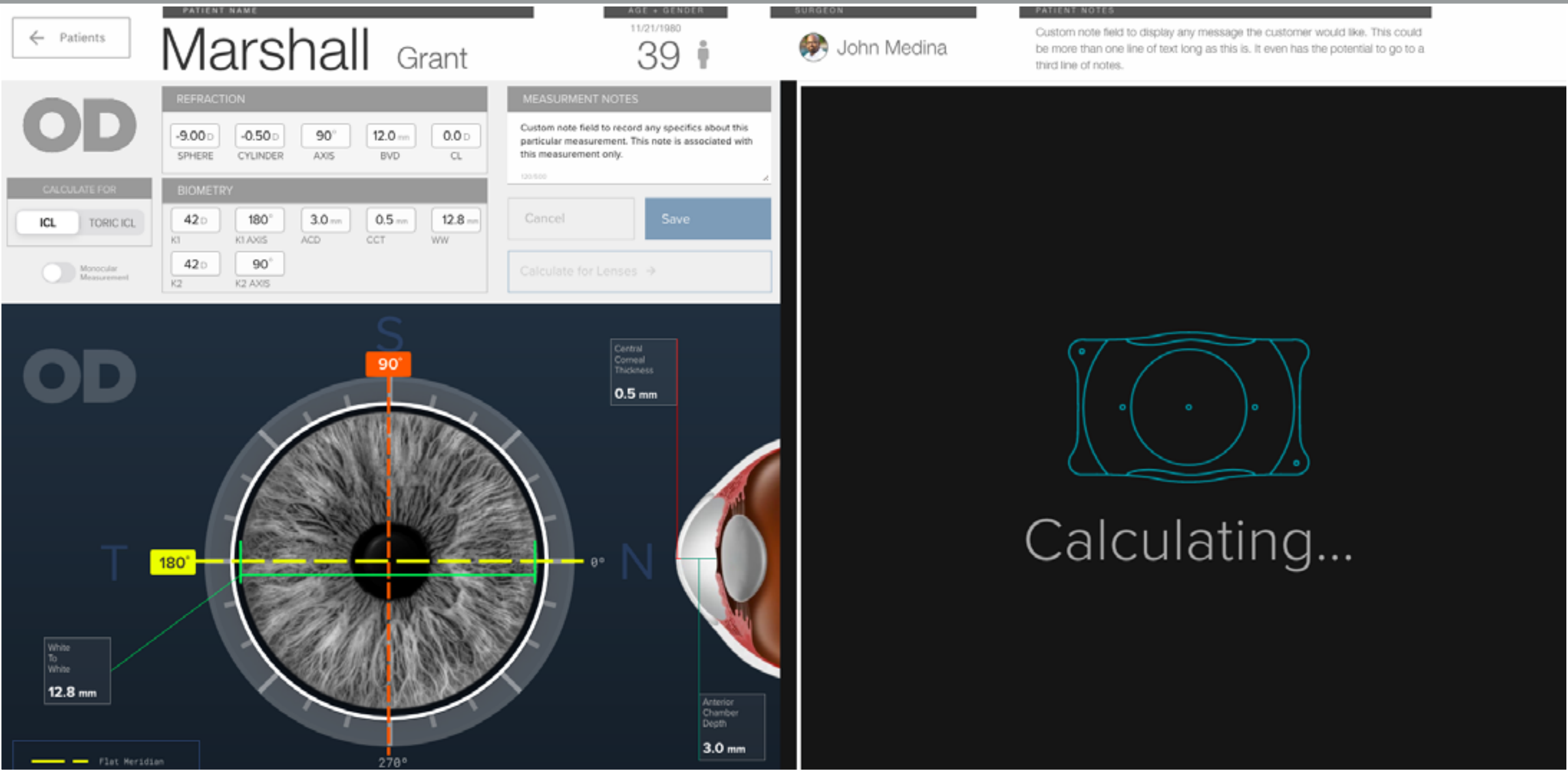
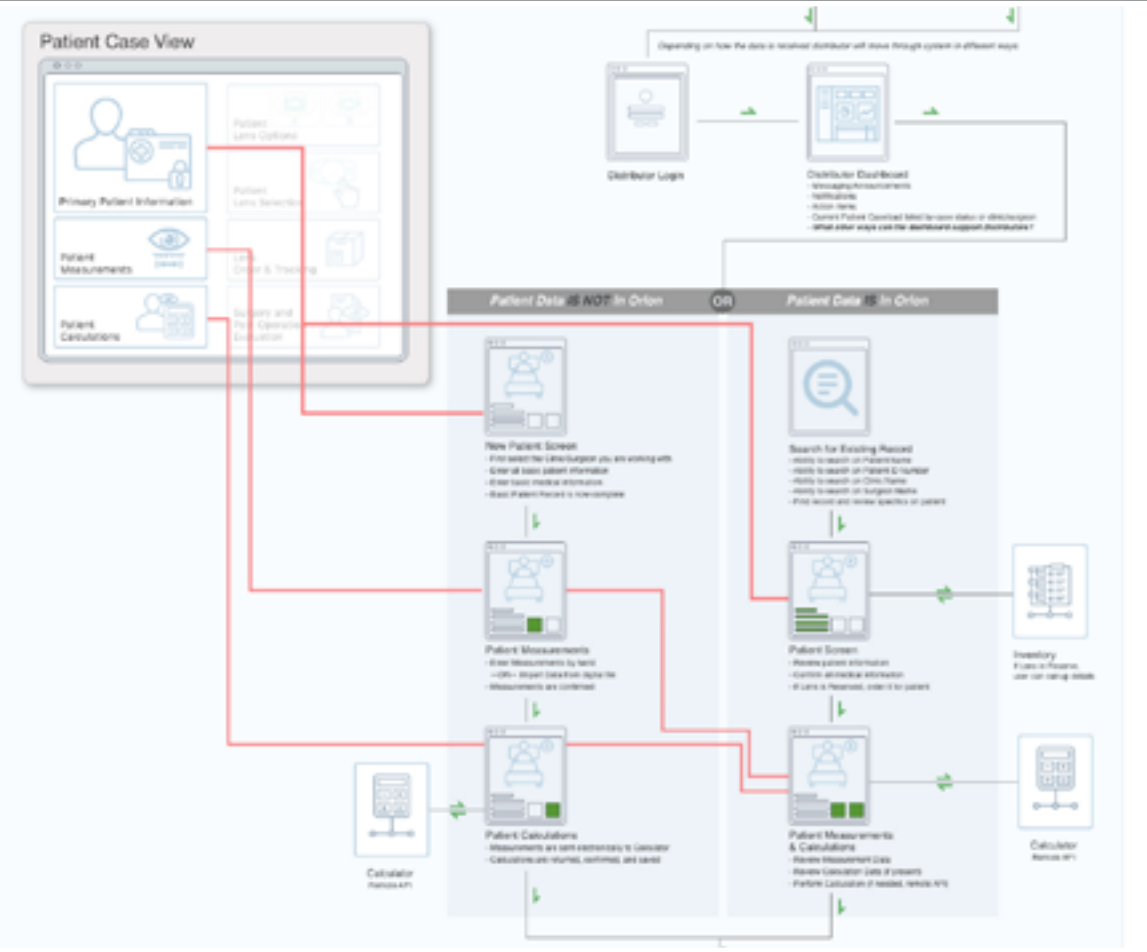
I redesigned a legacy software system with a user-centric approach. The client is a global leader in designing, manufacturing, and marketing implantable lenses for the eye. To support their growth and improve overall efficiency, they wanted to develop new software to manage lenses from a ‘patient-centric’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



User Profile Matrix

User matrix below displays different user profiles based on user type. There are Customer, Business or Medical/Clinical and special user roles of Distributors and Technical Coordinators.

	Business	Medical / Clinical	
Customer	Jana Wilson Chief Manager Los Angeles, California Attributes, Behaviors, Motivations - At work she is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone	Dr. John Becker Eye Surgeon Chicago, Illinois Attributes, Behaviors, Motivations - At work he is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone	Eric Perry Chief, Technical Nurse New York, New York Attributes, Behaviors, Motivations - At work she is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone
	Enrique DelBina Customer Support Philadelphia, Pennsylvania Attributes, Behaviors, Motivations - At work he is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone	Kathleen Peck, RN Medical/Clinical Staff Texas, Texas Attributes, Behaviors, Motivations - At work she is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone	Dr. Emma Li Medical/Clinical Staff San Francisco, California Attributes, Behaviors, Motivations - At work she is busy - Interested in new products, medical devices - Disinterested, wants to be able to - Efficient, wants to manage her time and be more effective - Wants to be able to manage her time and be more effective Individual goals and needs - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective - Wants to be able to manage her time and be more effective Application use and environment - She would be able to use the application on her phone - She would be able to use the application on her phone - She would be able to use the application on her phone



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.



Acoustic Measurement & Calibration Software Design

INDUSTRY

Audio, Consumer Electronics, Manufacturing, Technology, Science

TYPE

Software Application

MEDIUM

Internet

DURATION

Nine months

MY ROLE

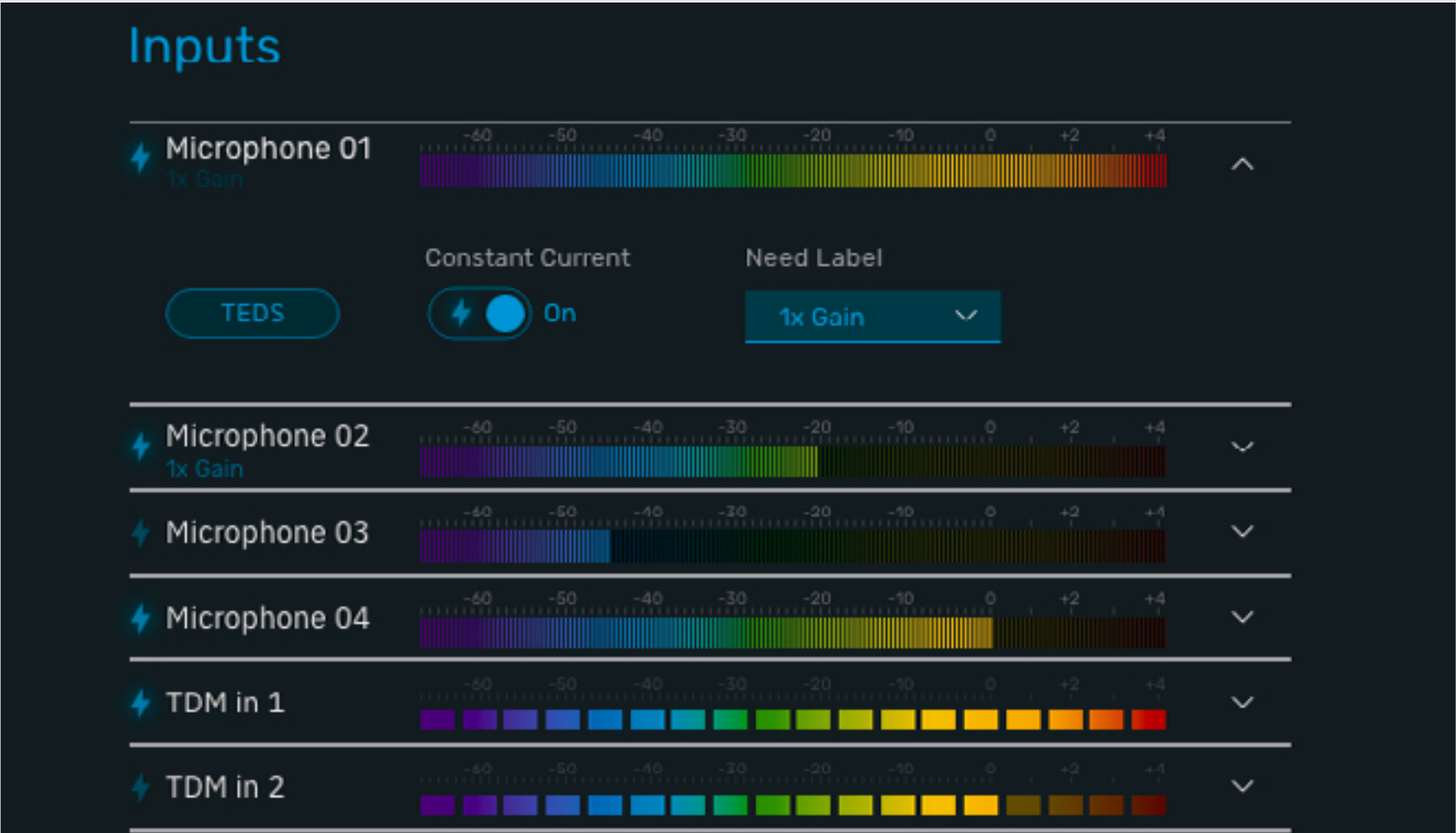
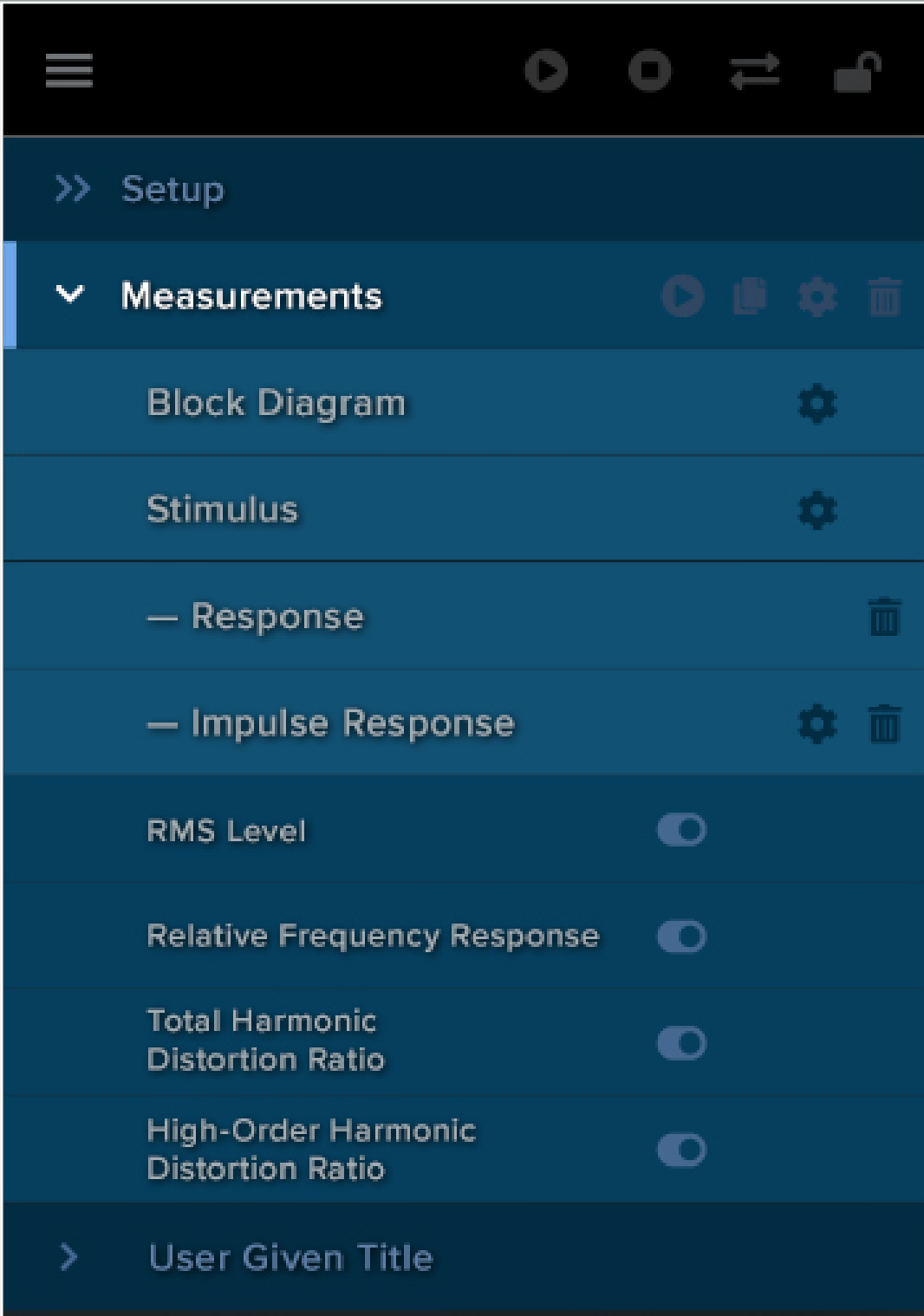
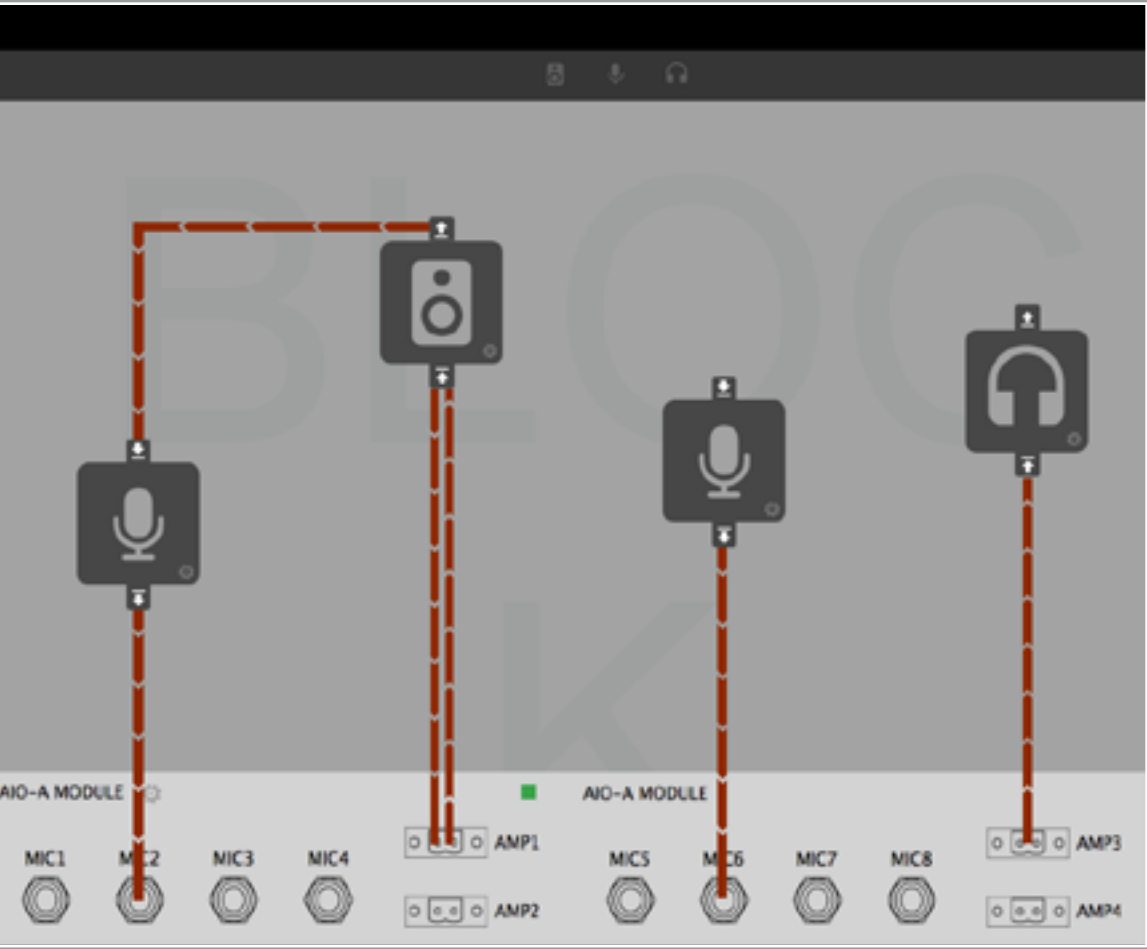
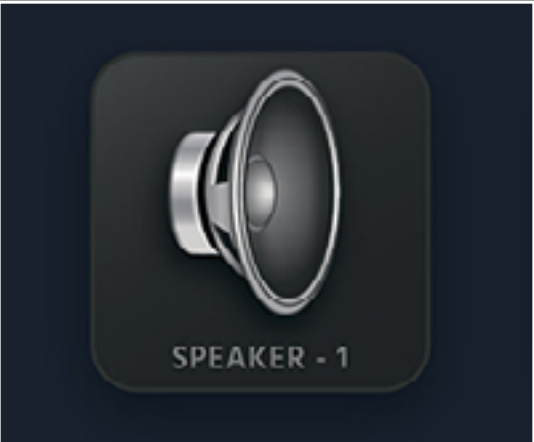
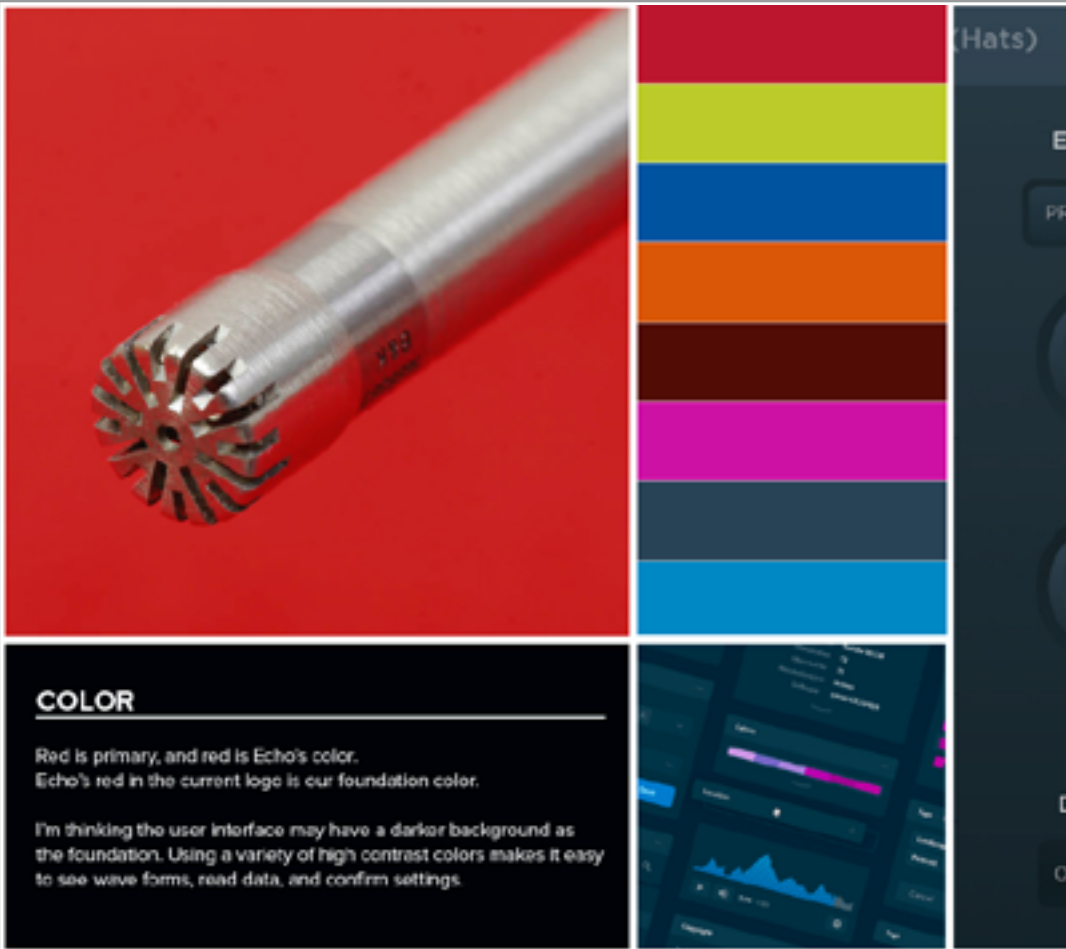
Discovery, User Experience & Interface Design, Illustration

DELIVERABLES

Dozens of ScreLookbook 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.



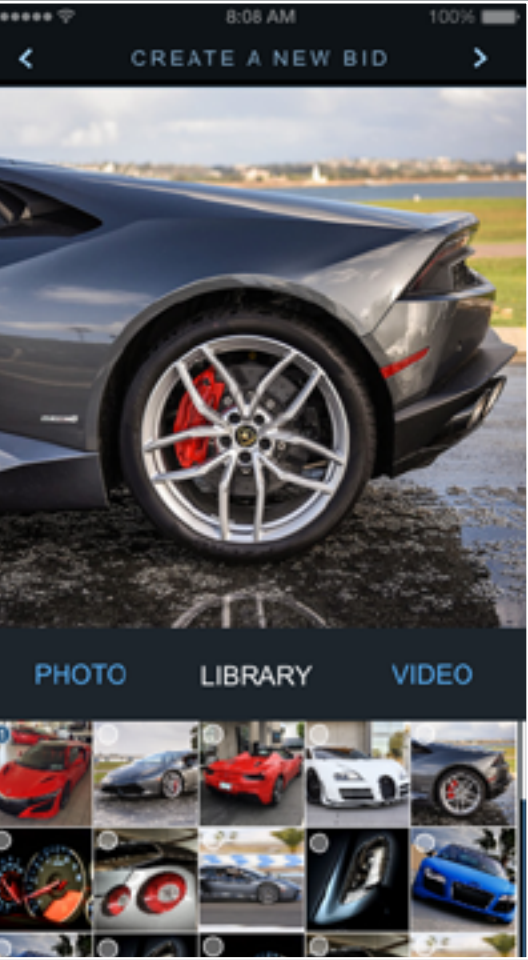
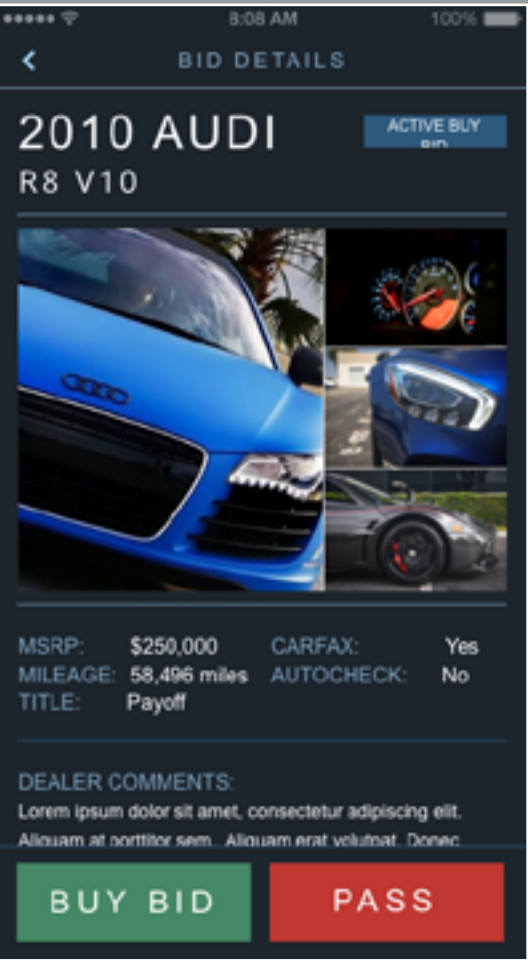
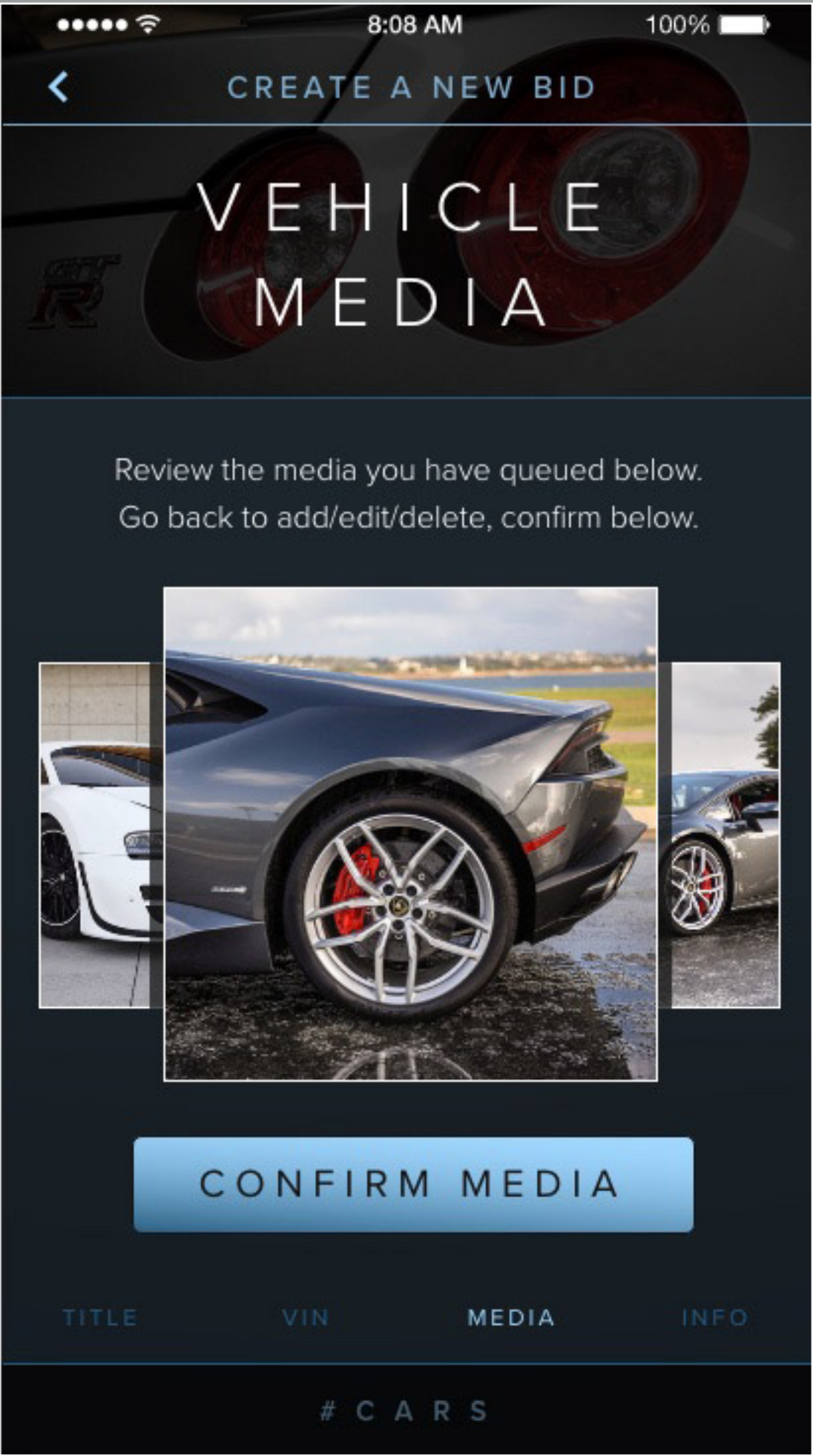
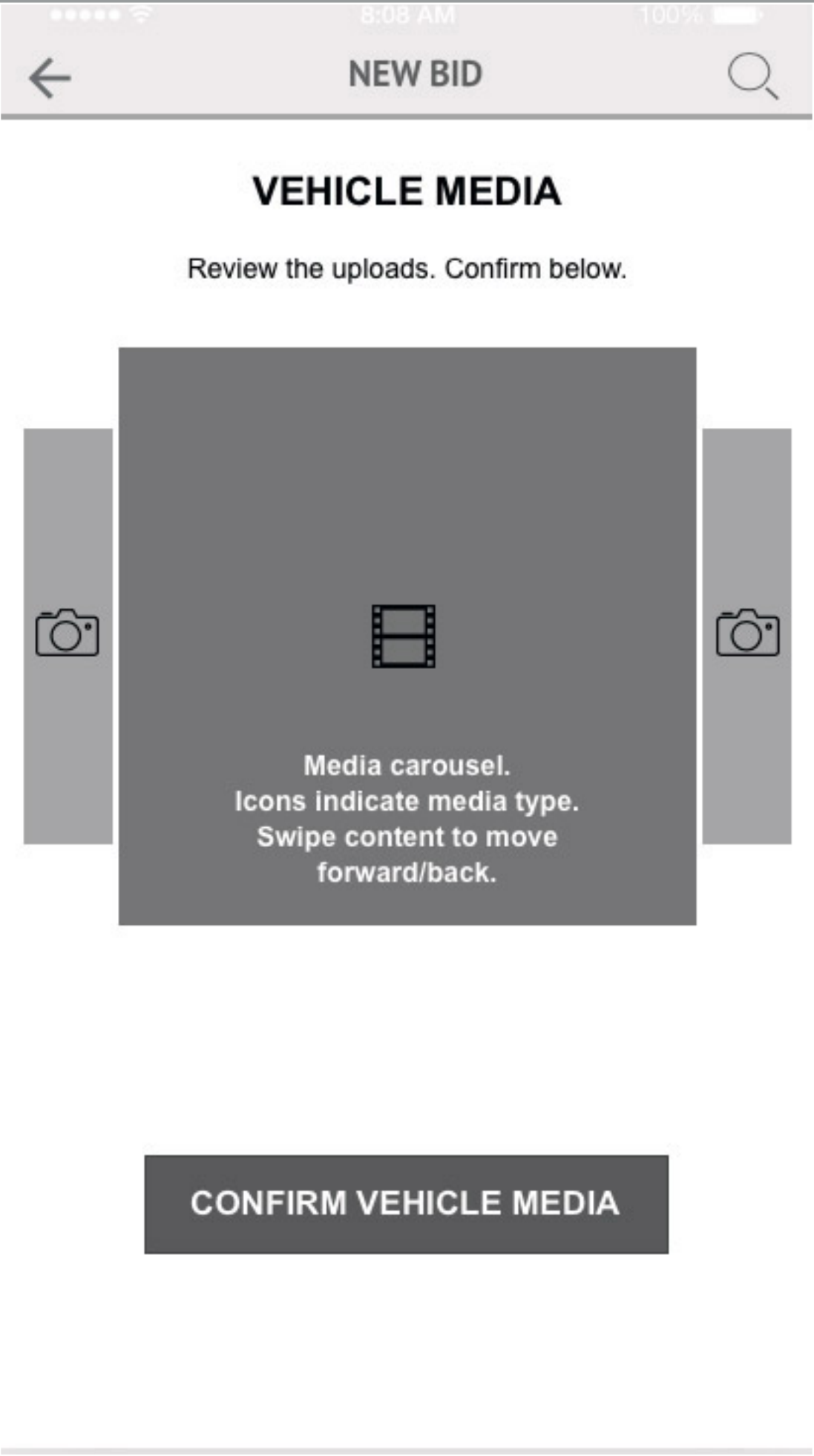
Various components I designed and illustrated for this project.

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.

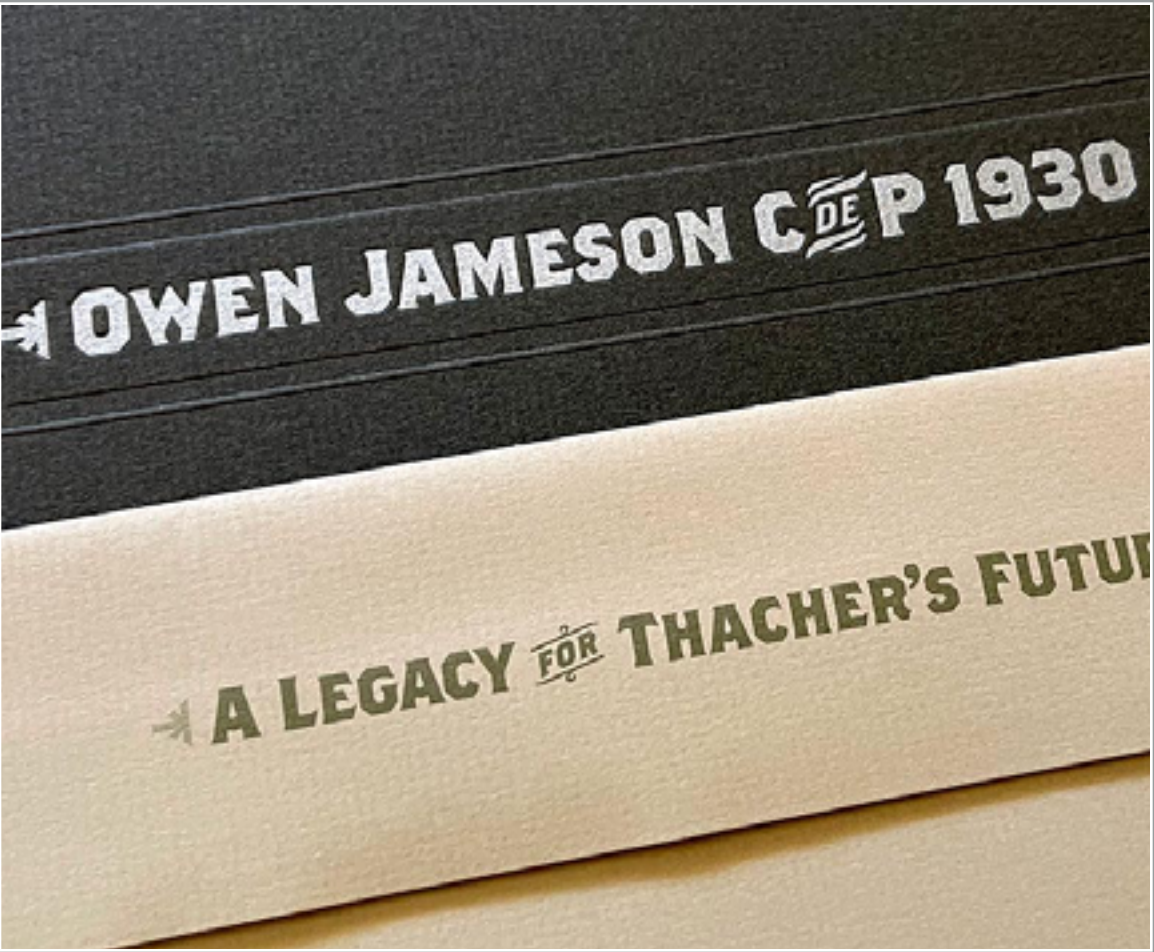


Institutional Communication and Brand Design

INDUSTRY	MY ROLE	DELIVERABLES
Education, Marketing	Creative + Art Direction, User Experience + Interface Design, Print Production	Website (designed twice), and all manner of print communications.
TYPE	CONSTRAINTS	OUTCOMES
Brand and Communications Design	RWorking with multiple depart- ments needing equitable time and space online and in print.	I provided the bridge from a disorganized and incohesive approach to design to one that matched the institution’s approach to education.
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.



Variety of design samples of my graphic, branding & digital design work for Thacher.

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

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.

DELIVERABLES

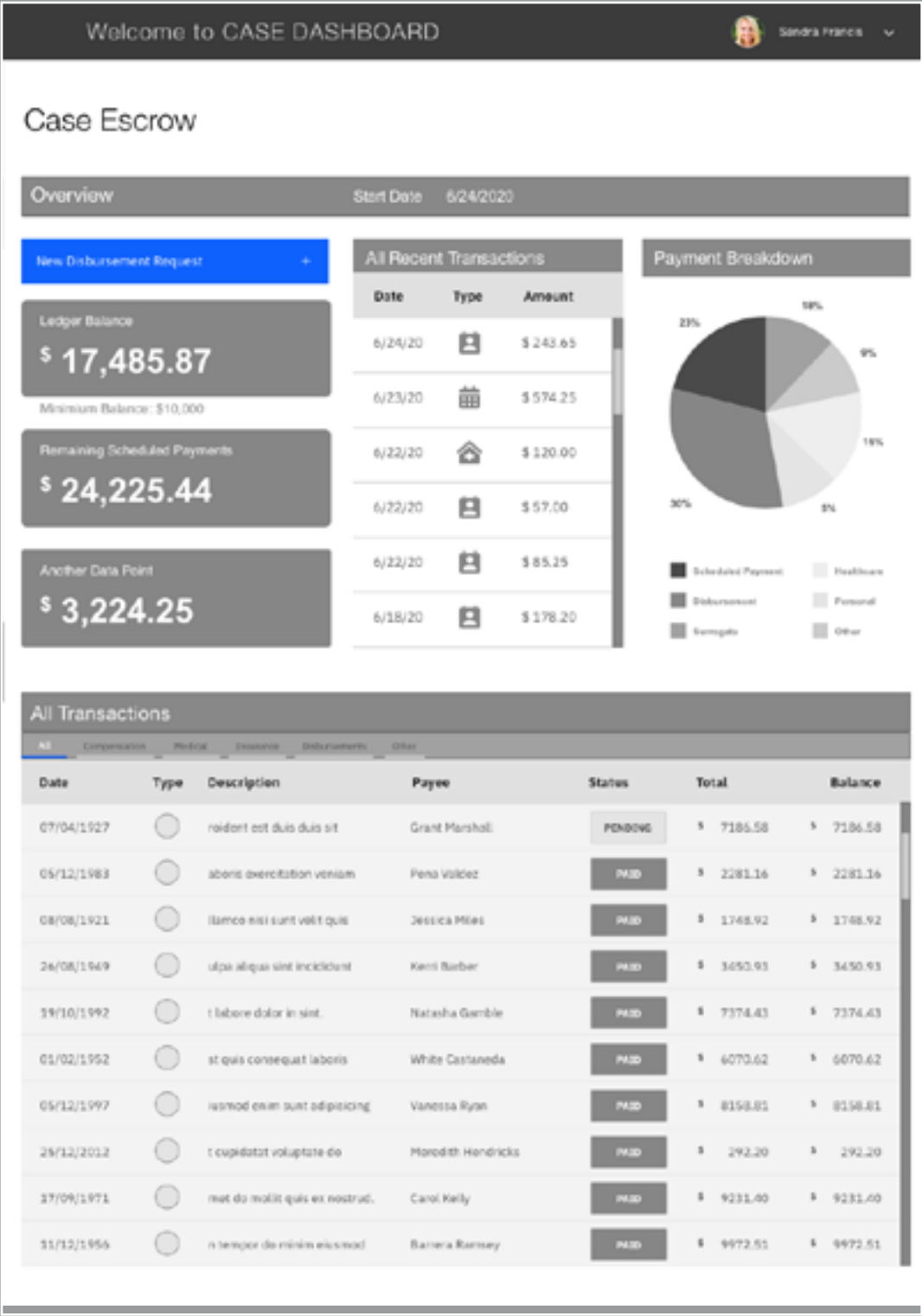
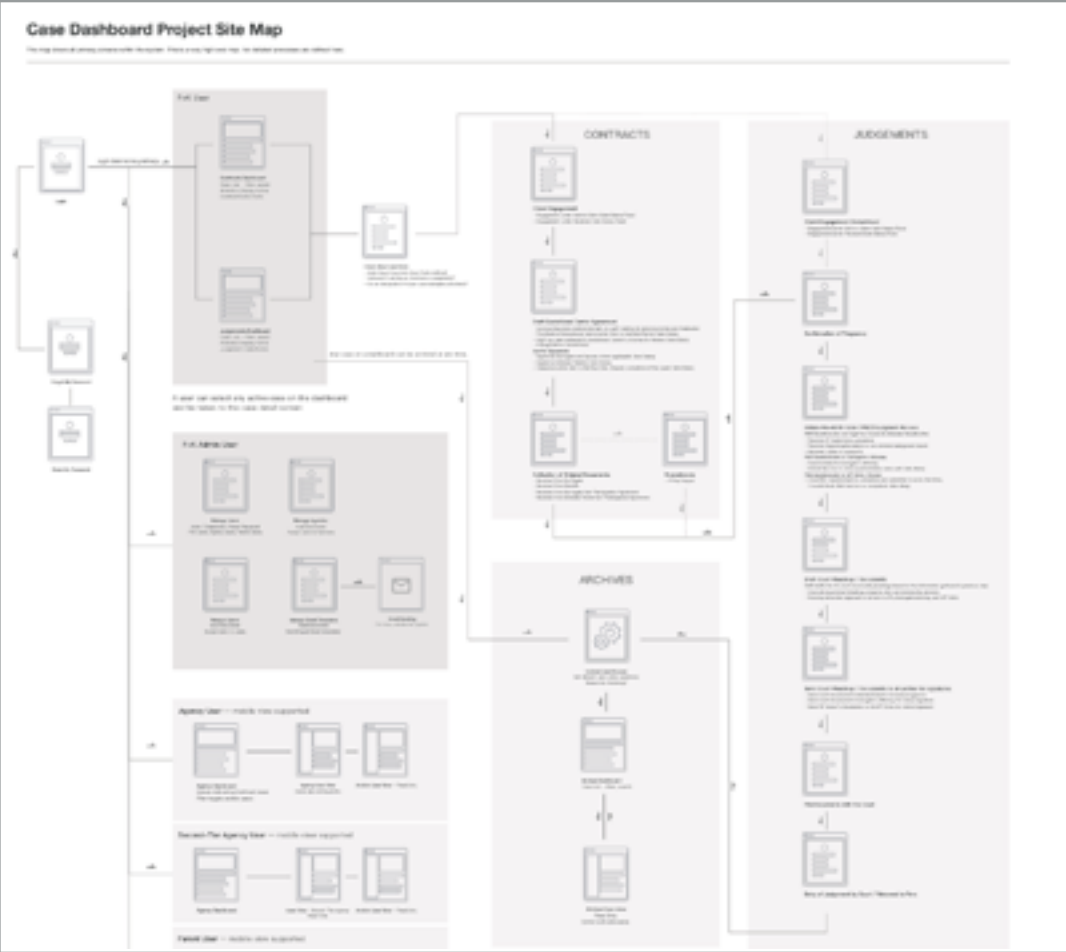
User experience design for administrative, agencies, lawyers, and clients (public). Includes workflow, functions, and wireframes.

OUTCOMES

Once my UX work was complete the development team continued working out functionality that I delivered the roadmap for.

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.

A screenshot of the 'Zhang / GCarrier' Case Dashboard. It features a top navigation bar with tabs for 'Primary Info', 'Contracts', and 'Archives'. Below this, there are several form sections: 'Case Manager' with a dropdown for 'Jennifer Jackson'; 'Rush Case?' with a toggle and date field; 'Client Engagement' section with 'Engagement Letter' and 'Date Referral was Received' field; 'Draft Gestational Carrier Agreement' section with various checkboxes and date fields; 'In Negotiations' section with a toggle and 'ADD REVISION' button; 'Out for Signatures' section with 'Signed by Gestational Carrier and Spouse', 'Signed by Spouse Separately', 'Signed by Intended Parents', and 'Signed by Intended Parents Spouse Separately' checkboxes; and 'Clearance Letter Sent to Fertility Clinic' checkbox.

Examples from my UX work on Case Dashboard.