

Hello.

I'm Bert Mahoney, a designer
living in and 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 hopeful we can continue 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

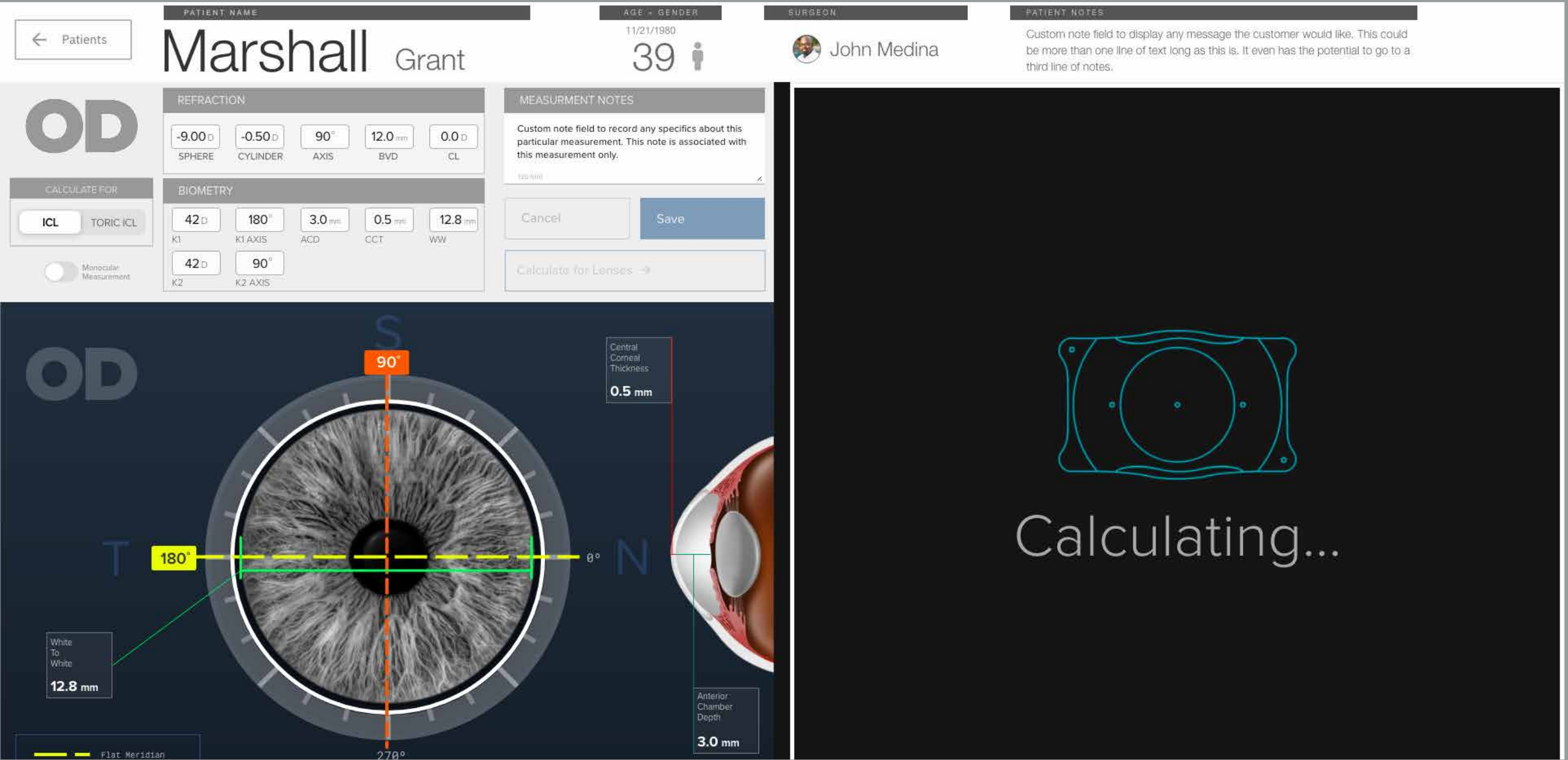
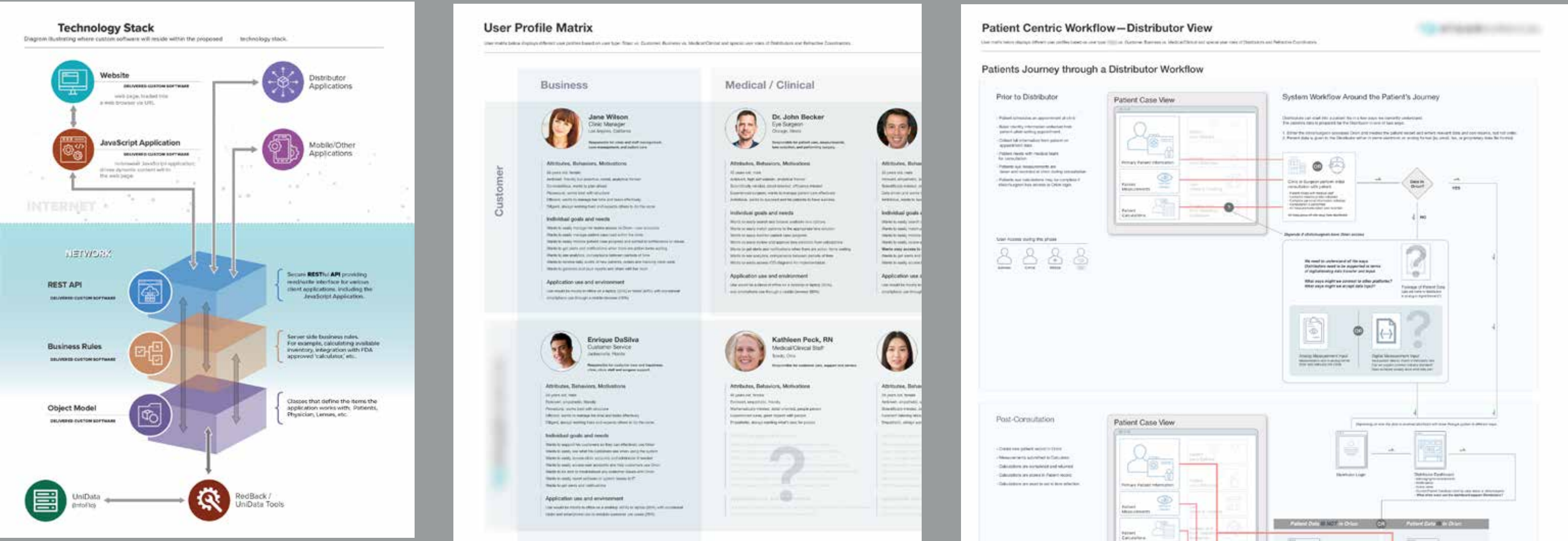
MY ROLE
Discovery, User Experience & Interface Design

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

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.

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

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.



Real Time Vehicle Auction Software

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Acoustic Testing Software Design

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AIO User Interface for Testing Software

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Institutional Communication and Brand Design

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Surrogacy Escrow Management Saas Design

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