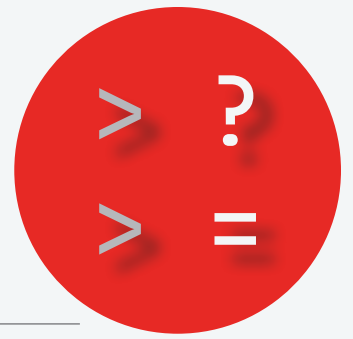




# Bert Mahoney

PROMPT ENGINEER — DESIGNER



## CONTACT

hello@bertmahoney.com

+1 (805) 798-3430

## EDUCATION

Bachelor of Science  
Computer and  
Information Science  
Hartwick College

Bachelor of Arts  
Fine Arts  
Hartwick College

## SKILLS

Meta-Thinking  
Artificial Intelligence (AI)  
Design Thinking  
User Experience Design  
User Interface Design  
Wireframes + Prototypes  
Programming (HTML, CSS, JS,  
Pascal, Fortran, BASIC, Machine  
Language)  
Design Systems Development  
Project Management  
Research + Analysis  
Coaching + Mentoring  
Marketing + Branding  
Documentation  
Presentations  
Print Design  
Data & Analytics

## OVERVIEW

Multi-disciplinary designer with 30 years of experience now leveraging artificial intelligence (AI) to accelerate and enhance design processes resulting in positive business outcomes. Skilled in all aspects of the design process, from user research to presentations. Passionate about creating visually appealing and functional designs. A collaborative problem solver dedicated to delivering world-class design solutions aligned with business needs and user outcomes.

## EXPERIENCE

### ● Prompt Engineer — Design

HamiltonBorchman LLC  
Jan 2005 — Present

Utilize meta-thinking learned in mid 1990's and artificial intelligence techniques to drive prompt engineering, applying skills honed during the early days of the Internet before modern search engines.

Execute successful online projects, including websites, mobile and desktop applications, email campaigns, branding, and marketing initiatives, across diverse industries such as advertising, education, editorial, medical, legal, science, technology, and automotive.

Lead remote meetings with global teams and clients for the past fifteen years, fostering collaboration and achieving project goals.

### ● Senior User Experience Designer

Hatch Early Learning LLC  
Nov 2022 — May 2023

Leveraged AI for research and ideation to accelerate the design process

Focused on problem-solving between screens and people, leveraging AI and achieve targeted business and user outcomes.

Established a design system including user personas partly AI generated.

Redesigned onboarding for all new customers improving retention and efficiency.

### ● User Experience & User Interface Designer

Art & Logic Inc  
Jun 2016 — Apr 2022

Collaborated with remote teams of 1-16 people. My discovery & prototype work was instrumental in securing large scale projects. My experience at Art+Logic improved my skills in producing world class deliverables on schedule, running remote meetings, presenting to executives and clients worldwide