

BERT MAHONEY

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OVERVIEW

Over 15 years experience designing and developing web-based communications, 20 years experience as a graphic designer in publishing, corporate, and boutique design firm environments, and over 6 years as a business owner.

Background in fine arts, information science, graphic design and the Internet. I mix my passion for emerging technology with my ability to build web-based communications that have purpose, defined goals, and can be measured with data.

I am always looking to make connections and facilitate them.
I welcome new partnerships, new ideas, and love new challenges.

My passions are typography, information design and architecture, WordPress, and CSS.

EXPERIENCE

Director / Berchman.com / January 2009 - Present

Provide consulting and bespoke WordPress website development to clients around the globe.

President / HamiltonBerchman Design Group, Inc. / June 2005 - January 2009

Founded HamiltonBerchman Design Group focusing on small business communications. Design and production for both web and print projects that are functional as well as aesthetically pleasing.

Cofounder, Chief Creative Officer / Dennison+Wolfe / January 2009 - December 2011

Developing vertical website networks using WordPress within specific industries; Non-Profits, Law Firms, Restaurants, etc. Creative direction for all Dennison+Wolfe branding.

Director of Communications / The Thacher School / February 1999 - June 2005

Art direction of all institutional communications—both print and web. Creative Director for *The Campaign for Thacher*, the school's \$80 million dollar Capital Campaign. Faculty Advisor to the student yearbook, *El Archivero*.

IT and Production Manager, Web Developer / JDA, Inc.

May 1996 - February 1999

Information Technology Manager, Production Manager, Primary Web Developer. Developed and implemented pre-press processes and work flows sought out by commercial printers.

Art Director / On the Boulevard Publishing / September 1994 - May 1996

Art directed four monthly publications in addition to managing an art staff. Also computer systems manager.

Freelance Graphic Designer / J.R. Navarro & Associates May 1994 - August 1994

Designed and produced corporate print collateral and advertising from concept to camera-ready artwork.

Advertising Artist / Albany Times Union, Hearst Corporation / June 1992 - May 1994

Design and advertising services for clients of 40 sales representatives. Designed covers for specials and promotions.

Advertising Artist / The Record, Troy Publishing Company / December 1991 - June 1992

Design and illustration services for advertising and special-section tabloid covers.

AWARDS

American Web Design Awards 2012

My work for Access Communications website received an award.

Library Collection Award : Stevens-German Library : Hartwick College

Painting selected from annual student art exhibition by a faculty for placement permanent art collection.

EDUCATION

Bachelor of Science Degree : Information Science : Hartwick College

Bachelor of Arts Degree : Fine Arts : Hartwick College

PROFESSIONAL MEMBERSHIPS

AIGA

Founding member of AIGA Santa Barbara chapter.

American Institute of Graphic Arts, The professional association for design.