

---

# BERT MAHONEY

berchman@berchman.com  
@berchman  
805.798.3430  
<http://www.berchman.com>

---

## OVERVIEW

15 years experience developing web-based communications, 20 years experience as a graphic designer in publishing, corporate, and boutique design firm environments, and over 5 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 are measurable.

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

My focus is on information design and architecture, WordPress, Thesis, XHTML, CSS, PHP, web design, web marketing strategy.

---

## EXPERIENCE

### Director / Berchman.com

January 2009 - Present

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

### President / HamiltonBerchman Design Group, Inc.

February 1999 - Present

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.

### 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, Capital Newspapers, 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.

---

## EDUCATION & AWARDS

Bachelor of Science Degree : Information Science : Hartwick College  
Bachelor of Arts Degree : Fine Arts : Hartwick College

Library Collection Award : Stevens-German Library : Hartwick College  
Painting selected from annual student art exhibition by a faculty for placement permanent art collection.

---

## PROFESSIONAL MEMBERSHIPS

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