

OVERVIEW

I am an Internet technologist with 20 years experience as a designer, strategist and programmer. I have worked as Founder and Chief Creative Officer for three web agencies and have held positions with three non-profits. However, my passion is the user and their experience with all forms of content. My current focus is improving user experience by designing better—and smarter—responsive digital marketing campaigns. This work includes strategy, research, design, programming and analytics.

EXPERIENCE**Director / Berchman.com / January 2009 - Present**

Provide website development consulting and WordPress website design and development to clients worldwide.

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, design, and production for all Dennison+Wolfe branding.

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 for clients within many different vertical markets.

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

Art direction and design of all institutional communications both print and web based: monthly magazine, website, and all periodic communications. 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. Managed 10 workstations and file servers, managed and produced all digital archives. Designed and developed all client websites. Developed pre-press standards and processes sought by commercial printers for their high level of excellence to distribute to their clients.

Art Director and Systems Manager / Boulevard Publishing / September 1994 - May 1996

Art directed four monthly publications totaling over 120 pages of monthly design and production for editorial and advertising. Managed art department staff. Managed all computer systems for art department.

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 for wide range of clients in the automotive, entertainment, and customer service industry.

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

Design and advertising services for clients of 40 sales representatives across a wide range of industries.

AWARDS**American Web Design Awards 2012**

My work for Access Communications website received a design award from Graphic Design USA.

Fine Arts Library Collection Award, Stevens-German Library : Hartwick College

My painting was selected from annual student art exhibition by faculty jury for placement into Hartwick's 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.