

OVERVIEW

I am a technologist, designer and computer programmer.

I have 20 years experience creating all manner of digital media on the Internet.

My passion is helping people have a great online experience..

The question I constantly ask is, how do we best inform, facilitate, educate, delight and entertain the audience?

My current focus is improving user experience by designing smarter, responsive digital marketing tools—websites, email, landing pages. These can be customized with programming and tailored by user behavior to deliver content and an experience that is relevant to them. All of this leads to measurable improvements in engaging with people. This type of work includes strategic planning, product and user research, visual design, fully responsive programming and robust analytics and reporting.

EXPERIENCE**Senior Web and E-mail Designer / AGIA**

October 2013 – September 2015

My focus was in improving user experience by designing smarter, responsive digital marketing campaigns using email and landing pages. The campaigns were customized and tailored by user behavior to deliver content relevant to them. This all lead to measurable improvements in engagement with people. We used a full suite of analytics tools to measure A/B and multivariate testing. This type of work includes strategic planning, product and user research, visual design, fully responsive programming, and a robust analytics strategy including implementation, testing and reporting.

Creative Director and Developer / Berchman.com

January 2005 – Present

I started Berchman.com to help solve business communications challenges related to the Internet. This includes web consulting, web design and web development to clients worldwide. I have worked on over 200 different Internet projects including websites, analytics, email marketing, landing pages, video, and custom programming for clients in many different industries including technology, design, advertising and many solo entrepreneurs. I've successfully managed many large projects remotely with clients and team members distributed worldwide.

Director of Communications / The Thacher School

February 1999 – June 2005

Creative direction and design of all institutional communications (print and web) for Admissions, Alumni, and Administrative offices including monthly magazine, website, and all periodic communications. Creative Director and Lead Designer for *The Campaign for Thacher*, the school's \$80 million dollar Capital Campaign. Faculty Advisor to the student yearbook, *El Archivero*, mentoring students in graphic design and photography.

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

May 1996 – February 1999

Managed 10 workstation design studio and all digital assets including file servers, backups and digital archives. Lead designer and lead developer for all website projects. With print I developed production pre-press standards and processes sought by commercial printers for their high level of excellence so they could distribute to their clients for better project submissions.

AWARDS**American Web Design Awards**

My work on a website for Access Communications received a design award from Graphic Design USA, 2012.

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

My painting was selected "best in show" from an annual student art exhibition by a faculty jury for placement into Hartwick's permanent art collection.