

OBJECTIVE

I'm seeking a remote senior-level IC design role at an organization that needs design, strategy, and execution. I'd like to collaborate with leaders, users, and cross-functional teams on complex design problems in healthcare, the arts, or custom software.

SUMMARY

With 30 years of design experience across multiple industries, I specialize in creating responsive, consumer-facing, and transactional products. I have a proven track record of collaborating with cross-functional teams to strategize, develop, and execute design solutions. My expertise includes user experience research, prototyping, and delivering accessible, industry-best practices for digital products.

SKILLS

User Experience (UX) Design, User Interface (UI) Design, Responsive Design, E-commerce and Transactional Experiences, Information Architecture and Site Taxonomy, Wireframes, Prototypes, and Storyboarding, Human-Centered Design, Agile Software Design Process, Customer Research and Usability Testing, Cross-Functional Team Collaboration, Design Leadership and Thought Leadership

EXPERIENCE

HamiltonBerchman

Human-Centered Senior Digital Experience Designer

2005 – Present

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews usability testing and incorporated data insights to inform design decisions.

Hatch Early Learning Inc.

Senior User Experience Designer

November 2022 – May 2023

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

Art+Logic Inc.

Senior User Experience and User Interface Designer

June 2016 – April 2022

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

AGIA Insurance

Senior Web Designer and Email Designer

October 2013 – September 2015

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

EDUCATION

- **Bachelor of Science** in Computer and Information Science, Hartwick College, Oneonta, New York
- **Bachelor of Arts** in Fine Arts, Painting Concentration, Hartwick College, Oneonta, New York

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AWARDS

- American Web Design Awards, Graphic Design USA May 2012
- Hartwick College Fine Arts Library Collection Award, Hartwick College April 1991

DESIGN DISCIPLINES

User Experience	User Interface	Mobile	Branding
Editorial	Packaging	Advertising	

INDUSTRY EXPERIENCE

Accounting	Agriculture	Architecture	Audio Engineering	B2B
B2C	B2B2C	Construction	Consumer Electronics	Data Management
Performing Arts	Education	Finance	Computer Hardware	Healthcare
Insurance	Legal	Management	Medical Devices	Motion Pictures
Motor Vehicles	Newspapers	Printing	Private Investigation	Professional Services
Publishing	Real Estate	Software	Surrogacy	Technology
Telecommunications	Scientific Services	Wholesale Trade		