

Contact

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Top Skills

Customer Experience Design
E-Commerce
Email Marketing

Certifications

Product-led Certification
Critical Thinking
Sketching for UX Designers
Pitching Yourself for Opportunity
Miro for UX: Brainstorming and
Collaboration

Honors-Awards

American Web Design Awards
Fine Arts Library Collection Award,
Stevens-German Library

Bert Mahoney

Senior Design IC Specialist | Expert in AI-enhanced, Human-Centered Design | Leading Design in Early-Stage Companies | Focused on Generative Design with AI
Ventura, California, United States

Summary

As a unique digital designer with unparalleled experience, I bring a rare blend of skills to the table. My extensive digital design background spans over thirty-five industries, equipping me with a unique foresight to tackle potential challenges and preemptively save time and resources.

I'm comfortable with ambiguity, unknowns, surprises, and deadline pressure. I'm approachable, adaptable, and a team player, valuing collaboration and constructive feedback to achieve the best outcomes. I parked my ego long ago.

My expertise encompasses the complete project cycle for any digital project, be it cloud-based, stand-alone, or private: consultation, strategy, conceptualization, design, deliverables, and implementation are at the core.

Explore my portfolio at <https://bertmahoney.com> for a glimpse of my capabilities.

I am eager for the opportunity to make a significant impact and am confident in my ability to drive projects to success.

Reach out to hello@bertmahoney.com, and let's set a meeting to talk more.

Experience

HamiltonBerchman
Senior Software Designer
February 2005 - Present (19 years 3 months)
Ojai, California

Over 1,000 successful digital projects completed with over 100 clients, including websites, mobile and desktop applications, email campaigns, branding, and marketing initiatives that solved issues brought to me by clients. I design solutions focused on solving well-defined business problems.

- Award-winning work for Intuit—their internal message and news aggregation website service
- Generated millions in revenue from projects for my clients
- Over 100 satisfied clients have worked with me

Hatch Early Learning

Senior User Experience Designer

November 2022 - May 2023 (7 months)

Winston-Salem, North Carolina, United States

As a senior designer on a 10-person product team, my primary focus was solving problems between screens and people. Finding and defining your target business or user outcome is core to this. I established a design system and a user personas suite and redesigned onboarding. I helped launch a new primary product initiative. I used artificial intelligence to help with research and creativity, which has become a working accelerator in my design process.

- 13 onboarding steps removed, 19 steps down to 6 — I redesigned the UX onboarding process for all software users
- 12 user personas — researched and created an entirely new suite based on software analytics
- Redesigned a new logo for a rebranding initiative, taking a product and reimagining it
- Coached junior designer and provided constructive criticism and feedback

Art+Logic

Senior User Experience And User Interface Designer

June 2016 - April 2022 (5 years 11 months)

Southern California

For six years, I helped clients materialize their software ideas. I collaborated with remote teams of 1-16 people, ensuring the timely delivery of projects. I was part of a three-person design team; however, most of my work was as the lead designer. My experience at Art+Logic improved my skills in producing deliverables, running remote meetings, and presenting to executives and clients worldwide. My discovery and prototype work were instrumental in securing large-scale projects.

- 2 million dollars auctioneering software refactor—I was the solo designer and researcher
- I secured millions in contract dollars for A+L through excellent customer service
- Brought in to save faltering projects during discovery before client dissatisfaction
- Consistently praised by clients for inclusion and professionalism
- Design leadership on many large complex projects in healthcare, legal, and financial

AGIA

Senior Web Designer, Digital Marketing

2013 - 2015 (2 years)

Carpinteria, California

I improved user experience and conversion rates by designing more intelligent and responsive digital marketing campaigns. I customized emails with custom programming to dynamically change them based on user behavior, delivering relevant content and increasing engagement. I used A/B, multivariate testing, and design iteration to measure and improve performance using the Salesforce platform.

- 25% improvement in email engagement after refactoring and the latest email techniques used
- 2 million email subscribers was the most extensive subscriber list I deployed email to
- More than 20 clients needed custom email design and programming as well as custom landing page design
- \$100,000 in revenue — “saved” projects from client dissatisfaction from other designers

AIGA Design

Director of Internet Strategy and Services

2007 - 2010 (3 years)

Provided web design, development, and strategic consulting for the local chapter of the national design organization AIGA in Santa Barbara, California.

The Thacher School

6 years

Director of Communications

March 2000 - June 2005 (5 years 4 months)

Ojai, California

Responsible for the creative direction and hands-on design of all web and printed matter produced by the school. I primarily served the interests of the Development, Admission, and Administrative offices on campus, designing and building a wide range of communications materials targeted at their constituent groups.

My work included a complete redesign and re-architecture of the school website, a redesign of the school's primary magazine, The Thatcher Notes, and The Parent's Post, a bi-annual parent newsletter. Also primary Advisor to "El Archivero," the school's yearbook. Fortunate to take part in producing six books, each distinct in its design and direction. The kids did the work; I was merely the shepherd.

Webmaster

1999 - 2005 (6 years)

Ojai, California

Responsible for all facets of the schools website—website design, web development and strategic planning. Early adoption of video production and delivery on the web in 2000. Designed and developed the first "ToadBlogs," written by students helping describe campus life from a student perspective.

JDA, Inc. Retail Ready Design

IT and Production Manager, Web Developer

1998 - 2000 (2 years)

Long Beach, California

Information Technology Manager, Production Manager, and Primary Web Developer. Managed all company workstations and file servers, managed and produced all digital archives. Designed and developed all client websites as well as pre-press production for all work leaving the studio.

Developed pre-press standards and processes sought by commercial printers for their high level of excellence to distribute to their own clients.

Education

Hartwick College

Bachelor of Science (BS), Information Science

Hartwick College

Bachelor of Arts (BA), Fine and Studio Arts