

Contact

bert.mahoney@gmail.com

www.linkedin.com/in/bertmahoney
(LinkedIn)

www.berchman.com (Personal)

twitter.com/berchman (Personal)

Top Skills

WordPress

Advanced CSS

CSS

Honors-Awards

American Web Design Awards

Fine Arts Library Collection Award,
Stevens-German Library

Bert Mahoney

Designer at Art+Logic

Ojai

Summary

I am a technologist, designer, and programmer with over 25 years of experience creating all manner of digital media.

I'm currently designing user experience and user interfaces on custom software projects. I'm focused on designing smarter, streamlined and responsive experiences regardless of the device—delivering content and functionality to their clients and their customers in an experience that is truly relevant to them.

My work includes; developing client relationships, project discovery, strategic planning, education, product and user research, visual design, programming, content creation, video tutorials, robust analytics, reporting, and distillation of data.

Experience

Art & Logic, Custom Software Development

Software Interface & Experience Designer

June 2016 - Present (5 years 10 months)

Southern California

I design and develop user interfaces and user experiences for a wide variety of custom software applications delivered on the web or by mobile.

Berchman.com

Creative Director and Developer

February 2009 - Present (13 years 2 months)

Ojai, California

Bespoke web design and development to select clients.

I design and develop custom websites, email marketing campaigns, and other Internet communications for organizations within many different industries and for individual professionals.

AGIA

Senior Web Designer, Digital Marketing

2013 - 2015 (2 years)

Carpinteria, California

In this role I helped begin a transformation in how a corporation does business—specifically with regard to digital marketing. 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 the recipients.

This all lead to measurable improvements in engagement with people. We moved the needle.

I used a full suite of analytics tools to measure results from A/B and multivariate testing. This type of work includes strategic planning, product and user research, visual design, fully responsive email programming. Also included a robust analytics strategy with implementation, testing and reporting. I used ExactTarget extensively. I coded using their proprietary AMPScript template language allowing me to customize email any way imaginable.

I designed and programmed custom email and landing page campaigns. Many of these campaigns increased both sales revenue from previous attempts, and increased overall customer engagement. More people interacting with content meant more interest and sales.

Journalism Accelerator

Web Design and Web Development Director

June 2012 - December 2013 (1 year 7 months)

Portland, Oregon Area (Telecommute)

Provided web strategy, design, and development services to the Journalism Accelerator (JA). The JA has one of the most technically complex WordPress websites I have worked on. The JA creates active conversations across communities in search of new sustainable models for journalism.

Dennison+Wolfe Internet Group

Creative Director

2009 - December 2011 (2 years)

Ojai, California

Developing vertical website networks within specific industries; Non-Profits, Law Firms, Restaurants, etc. All websites based on WordPress. Creative direction, design, and production for all Dennison+Wolfe branding.

AIGA Santa Barbara

Director of Internet Strategy and Services

2007 - 2010 (3 years)

Provided web design, web development, and strategic consulting for local chapter of national AIGA organization.

HamiltonBerchman Design Group, Inc.

President and Director of Design

June 2005 - February 2009 (3 years 9 months)

Ojai, California

Responsible for creative direction, development, and production of a variety of visual solutions (visual branding, advertisement design, web design) in a variety of mediums (web, email, print). These services were provided to a range of clients in the business-to-business (B2B), business-to-consumer (B2C), and non-profit organizations.

The Thacher School

6 years

Director of Communications

March 2000 - June 2005 (5 years 4 months)

Ojai, California

Responsible for the entire visual design and direction 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 producing a wide range of communications materials.

This included a complete redesign and re-architecture of the school website, a redesign of the schools primary magazine, The Thacher 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 the production of 6 books, each distinct in their 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.

Jensen Design Associates

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.

Times Union

Advertising Artist

1992 - 1994 (2 years)

Designed and developed advertising for clientele of over 40 sales professionals. Advertising ran in both the newspaper and special edition tabloid inserts.

Education

Hartwick College

Bachelor of Science (BS), Information Science

Hartwick College

Bachelor of Arts (BA), Fine and Studio Arts