

MY WEBSITE

Case Studies.
Portfolio.
Full Résumé.

CONTACT

hello@ bertmahoney.com
+1 (805) 798-3430

OVERVIEW

I'M A DISTINGUISHED VISUAL DESIGNER

with conceptual and pragmatic experience in multiple design disciplines within many industries and fields of study.

I help people and organizations create visual prototypes of ideas, promoting clear communication of concepts.

I design experiences, interfaces, and interactions for software, websites, and mobile apps by listening to my collaborators, asking hard questions, and uncovering options until things make sense.

I bring a blend of collaborative problem-solving, natural curiosity, wide-ranging design experience, and world-class skills to any project.

EDUCATION

Bachelor of Science
in Computer and
Information Science

Bachelor of Arts
in Fine Arts

Both at Hartwick College

SKILLS

Visual Design — Digital + Print

UX + UI + IxD

Design Systems

Wireframes + Prototypes

Programming (HTML, CSS, JS)

Strategic Systems Analysis

Agile, Scrum + Waterfall

Project Management

Research + Analysis

Team Management

Coaching + Mentoring

Marketing + Branding

Documentation

Presentations

Analytics

TOOLKIT

Adobe Creative Suite

Figma

Atom (HTML, CSS, JS, React)

Sourcetree (Version Control)

Transmit (SFTP, WebDAV, Cloud)

Slack

POSTINGS

DESIGNER & CONSULTANT — UX / UI / IxD

HAMILTONBERCHMAN LLC

JAN_2005 — THE_PRESENT

I've designed thousands of Internet projects, including websites and applications for desktop and mobile, email campaigns, and various marketing and branding efforts. My clients are in the technology, design, advertising, education, editorial, science, medical device, healthcare, legal, and automotive industries. I have presented and managed meetings remotely with executives, clients, and team members distributed worldwide for over 15 years. The LLC is just me.

USER EXPERIENCE + INTERFACE DESIGNER

ART+LOGIC

JUN_2016 — APR_2022

For six years, I helped make software ideas a reality for clients using a process including discovery, design (UX/UI, CX, IxD), and accessibility tools and techniques. My remote teams varied in size from 1 to 16 based on scope and budget. My role was critical in refining my skills in producing deliverables on schedule, running remote meetings, presenting to executives and clients online, and getting their buy-in. My work at Art+Logic has made me a better designer and team player.

SENIOR WEB + E-MAIL DESIGNER

AGIA

OCT_2013 — SEP_2015

I improved user experience and conversion rates by designing more intelligent, responsive digital marketing campaigns using e-mail and landing pages. I customized e-mails with code I wrote that would change the e-mail based on user behavior to deliver relevant content and produce measurable improvements in engagement. I improved several campaigns by more than 25%. I used A/B and multivariate testing, design, and iteration over many e-mail efforts to measure and improve performance.

DIRECTOR OF COMMUNICATIONS

THE THACHER SCHOOL

FEB_1999 — JUN_2005

I was responsible for the creative direction and design of all institutional communications (digital + print) for the Admissions, Alumni & Development, and Administrative offices. This included the monthly magazine, website, and periodic communications. I was also the design lead for [The Campaign for Thacher](#), an \$80-million fund-raising initiative; and Faculty Advisor to the student yearbook, [El Archivero](#), mentoring students in graphic design and photography.