

Hello,

My name is Bert Mahoney. I'm writing to apply for the position of Web Designer/ Front-End Developer.

I discovered the position on your website and have read through your needs. I believe I have the perfect combination of experience and expertise needed based what you are looking for.

I have extensive design and development experience working on all types of digital media projects: over 200 websites (e-commerce, news, community, education, storytelling, fundraising, etc.), digital marketing (responsive email and landing pages), banner ads, video streaming and now mobile apps. I can hand code responsive html, have a deep knowledge and love of CSS, and can work Javascript and jQuery.

My design work started in advertising and editorial design (for print)— packaging and identity design followed that and then I moved to design on the web. That design experience over time is the foundation of my understanding people's interaction and response to design. It's what informs me today when designing and developing of any type of user interface.

All told I have nearly two decades design and development experience creating user experiences with digital media and the Internet. I've witnessed how transformative and instrumental design is in helping people have a rich digital media experience. And I am lucky to have seen the user's experience brought into focus on projects and taken them from good to great projects.

I would like to hear about how UC Santa Barbara uses design to connect and interact with people. What are the biggest challenges for you when working to engage, entertain, inform and delight people with the use of design and user interface? Where is the biggest challenge? On the web or on-campus? Where does the institution want to focus its resources when thinking about design?

My resume is attached for your consideration. I would like to speak with someone about the position and how I can help you.

Let me know if you have any questions. Look forward to hearing from you soon.

Kind regards,
Bert

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