

OVERVIEW

I am a designer and computer programmer.

For 20 years I have helped build user experiences on the web as a designer, strategist and programmer.

I have worked as Founder and Chief Creative Officer for web agencies and have held positions with non-profits.

My true passion lies in helping people and improving their online experience—how to best inform, facilitate, educate, delight and entertain?

My current focus is in improving user experience by designing smarter, responsive digital marketing campaigns using e-mail and landing pages. The campaigns can be customized and tailored by user behavior to deliver what is relevant to them. All of this leads to measurable improvements in engagement with people. This type of work includes strategic planning, product and user research, visual design, fully responsive programming and robust analytics.

EXPERIENCE**Founder and Director / Berchman.com**

January 2009 - Present

My studio provides web consulting, web design and web development to clients worldwide. I have worked on over 160 different website projects including websites, e-mail marketing, and landing pages for clients in many different industries including technology, design, advertising and solo entrepreneurs.

Co-Founder, Chief Creative Officer / Dennison+Wolfe

January 2009 - December 2011

I helped develop website networks using WordPress within specific industries; Non-Profits, Law Firms, Restaurants, etc. Responsible for creative direction, design and production for all company branding as well as all client website work.

Founder and President / HamiltonBerchman Design Group, Inc.

June 2005 - January 2009

Founded HamiltonBerchman to focus on small business communications consulting.

I provided design and marketing services for both web and print projects for clients within many different industries.

Director of Communications / The Thacher School

February 1999 - June 2005

Art direction and design of all institutional communications both print and web based: monthly magazine, website, and all periodic communications. Creative Director for *The Campaign for Thacher*, the school's \$80 million dollar Capital Campaign. Faculty Advisor for six editions of *El Archivero*, the student yearbook.

IT and Production Manager, Web Developer / JDA, Inc.

May 1996 - February 1999

Information Technology Manager, Production Manager, Primary Web Developer.

Managed 10 workstation design studio. Oversight and management of file servers and all digital archives.

Designed and developed all client websites. Developed pre-press standards and processes sought by commercial printers for their high level of excellence so they could distribute to their clients for better project submissions.

AWARDS**American Web Design Awards**

My work for Access Communications website received a design award from Graphic Design USA, 2012.

**Fine Arts Library Collection Award,
Stevens-German Library : Hartwick College**

My painting was selected from annual student art exhibition by faculty jury for placement into Hartwick's permanent art collection.