
BERT MAHONEY

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OVERVIEW

16 years experience developing web-based communications, 20 years experience as a graphic designer in publishing, corporate, and boutique design firm environments, and over 6 years as a business owner.

Background in fine arts, information science, graphic design and the Internet.
I mix my passion for emerging technology with my ability to build web-based communications that have purpose, defined goals, and can be measured with analytics.

I am always looking to make connections and facilitate them.
I welcome new partnerships, new ideas, and love new challenges.

My focus is on information design and architecture, WordPress, Thesis, CSS, XHTML, PHP, web design, web marketing strategy.

EXPERIENCE

Director / Berchman.com

January 2009 - Present

Provide consulting and bespoke WordPress and Thesis website development to clients around the globe.

Co-Founder, Chief Creative Officer / Dennison+Wolfe Internet Group

January 2009 - December 2011

Developing vertical website networks using WordPress within specific industries; Non-Profits, Law Firms, Restaurants, etc. Creative Direction for all Dennison+Wolfe branding.

President / HamiltonBerchman Design Group, Inc.

June 2005 - Present

Founded HamiltonBerchman Design Group focusing on small business communications. Design and production for both web and print projects that are functional as well as aesthetically pleasing.

Director of Communications / The Thacher School

February 1999 - June 2005

Art direction of all institutional communications—both print and web. Creative Director for *The Campaign for Thacher*, the school's \$80 million dollar Capital Campaign. Faculty Advisor to the student yearbook, *El Archivero*.

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

May 1996 - February 1999

Information Technology Manager, Production Manager, Primary Web Developer. Developed and implemented pre-press processes and work flows sought out by commercial printers.

Art Director / On the Boulevard Publishing

September 1994 - May 1996

Art directed four monthly publications in addition to managing an art staff. Also computer systems manager.

Freelance Graphic Designer / J.R. Navarro & Associates

May 1994 - August 1994

Designed and produced corporate print collateral and advertising from concept to camera-ready artwork.

Advertising Artist / Albany Times Union, Capital Newspapers, Hearst Corporation

June 1992 - May 1994

Design and advertising services for clients of 40 sales representatives. Designed covers for specials and promotions.

Advertising Artist / The Record, Troy Publishing Company

December 1991 - June 1992

Design and illustration services for advertising and special-section tabloid covers.

EDUCATION & AWARDS

Bachelor of Science Degree : Information Science : Hartwick College

Bachelor of Arts Degree : Fine Arts : Hartwick College

Library Collection Award : Stevens-German Library : Hartwick College

Painting selected from annual student art exhibition by a faculty for placement permanent art collection.

PROFESSIONAL MEMBERSHIPS

AIGA

American Institute of Graphic Arts, The professional association for design.