

OVERVIEW

I am a designer and computer programmer at my core.

For two decades I have helped build user experiences on the web as a designer, technology 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 do we best inform, facilitate, educate, delight and entertain in the given context.

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**Senior Web and E-mail Designer / AGIA**

October 2013–Present

I am responsible for designing, coding, and analyzing the results of e-mails and the related landing pages for dozens of insurance products. I write custom code using adaptive content techniques to do real-time segmentation so that recipients only see content that is specific to their interests and needs. I use Exact Target and a suite of SaaS tools to perform A/B testing and landing page optimization. I use Google Analytics and a variety of third-party tools to track e-mail activity and to help optimize code for higher delivery rates. I design e-mails based on my experience and a blend of product information, user data, testing data and past e-mail performance results.

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 companies and entrepreneurs in different industries including technology, design, advertising.

Founder and President / HamiltonBerchman Design Group, Inc.

June 2005 - January 2009

Founded HamiltonBerchman studio to focus on small business communications consulting services including strategy, design, and production. I provided services for both digital 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 successful \$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

Managed 10 workstation design studio and all digital assets including file servers, backups and digital archives. Primary designer and developer for all client websites. I developed production 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 a faculty jury for placement into Hartwick's permanent art collection.