



OVERVIEW

I'm a distinguished visual designer

with conceptual and pragmatic experience in multiple design disciplines within many industries. 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 applications 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, design, and world-class skills to any project.

MY WEBSITE LINKS

Case Studies.

Portfolio.

Résumé..

PHONE

+01 805 225-7061

TOOLS

Adobe Creative Suite

Figma

Atom (HTML, CSS, JS)

Sourcetree (Version Control)

Transmit (SFTP, WebDAV, Cloud)

Slack

SKILLS

Visual Design — Digital + Print

UX + UI + IxD + CX

Design Systems

Wireframes + Prototypes

Programming (HTML, CSS, JS)

Strategic Systems Analysis

Agile, Scrum + Waterfall

Research + Analysis

Marketing + Branding

Documentation

Presentations

Analytics

POSTINGS

INTERACTION DESIGNER

HAMILTONBERCHMAN LLC

JAN 2005 – THE PRESENT

I've designed thousands of Internet projects, including websites and applications for desktop and mobile, email campaigns, and a variety of 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 clients, executives and team members distributed worldwide.

USER EXPERIENCE + INTERFACE DESIGNER

ART+LOGIC

JUN 2016 – APR 2022

For six years, I helped clients make their software ideas a reality using experience and interface design, and accessibility tools and techniques. My remote teams varied in size from 1 to 16 based on scope and budget.

Communication with everyone was—and is—key to the success of all projects. My role was critical in refining skills in producing deliverables on schedule, running remote meetings, and presenting to clients and executives online. My work at Art+Logic has made me a better designer.

SENIOR WEB AND E-MAIL DESIGNER

AGIA

OCT 2013 – SEP 2015

I improved user experience and campaign conversion by designing more intelligent, responsive digital marketing projects using email and landing pages. The emails were customized by user behavior to deliver relevant content, producing measurable improvements in engagement. I improved several campaigns' engagement by more than 25% through A/B and multivariate testing, design and iteration over many email efforts to improve performance.

DIRECTOR OF COMMUNICATIONS

THACHER

FEB 1999 – JUN 2005

I was responsible for the creative direction and design of all institutional communications (print and web) for the Admissions, Alumni + Development, and Administrative offices. This included the monthly magazine, website, and periodic communications. I was also the Lead Designer for *The Campaign for Thacher*, a fund-raising initiative. Faculty Advisor to the student yearbook, *El Archivero*, mentoring students in graphic design and photography.