

OVERVIEW

I help people make their ideas fact, not fiction, by focusing on the person who will ultimately interact with them. I design software, websites, and mobile applications by listening, asking hard questions, and iterating on ideas until we make interacting simple as possible and have a consensus to move forward.

I'm currently designing responsive digital interfaces balancing form, function, and user experience while meeting my client's objectives. I have decades of experience in various design roles allowing me to build a strong, broad, and deep reservoir of hard and soft skills. I have also found being open-minded and not attached to ideas is essential to success.

I don't have all the answers, but I know how to find them.

EXPERIENCE

Jun 2016 — Present

Experience and User Interface Designer / Art+Logic

For the past six years, I have focused on the user interface, user experience, and accessibility issues for a spectrum of custom software projects delivered through the Internet or mobile devices. My fully remote coworker teams vary in size from 1 to 16, depending on project scope and budget. Quality communication between everyone was—and is—key to the success of all projects. This work environment has been critical at helping me refine my skills of producing deliverables on schedule, running remote meetings, and presenting to clients online. Without question, my work at Art+Logic has made me a far better listener, questioner, designer, and deliverer of quality work.

Oct 2013 — Sep 2015

Senior Web and E-mail Designer / AGIA

My focus was in improving user experience by designing smarter, responsive digital marketing campaigns using email and landing pages. The campaigns were customized and tailored by user behavior to deliver content relevant to them. This all led to measurable improvements in engagement with people. We used a full suite of analytics tools to measure A/B and multivariate testing. This type of work includes strategic planning, product and user research, visual design, fully responsive programming, and a robust analytics strategy including implementation, testing and reporting.

Jan 2005 — Present

Creative Director and Developer / bertmahoney.com

I started consulting with businesses to help address communications challenges related to the Internet. This includes web consulting, web design and web development to clients worldwide. I have worked on over 200 different Internet projects including websites, analytics, email marketing, landing pages, video, and custom programming for clients in many different industries including technology, design, advertising and many solo entrepreneurs. I've successfully managed many large projects remotely with clients and team members distributed worldwide.

Feb 1999 — Jun 2005

Director of Communications / The Thacher School

Creative direction and design of all institutional communications (print and web) for Admissions, Alumni, and Administrative offices including monthly magazine, website, and all periodic communications. Creative Director and Lead Designer for **The Campaign for Thacher**, the school's \$80 million dollar Capital Campaign. Faculty Advisor to the student yearbook, **El Archivero**, mentoring students in graphic design and photography.

May 1996 — Feb 1999

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

Managed 10 workstation design studio and all digital assets including file servers, backups and digital archives. Lead designer and lead developer for all website projects. With print 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

Clutch Top Creative Design Agencies — Los Angeles

I had my work acknowledged as part of the Art+Logic design team in 2018.

Clutch Top Graphic Designers — Los Angeles

I had my work acknowledged as part of the Art+Logic design team in 2018.

American Web Design Awards

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