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Top Skills

Technical Presentations
UX Research
User Interface Prototyping

Certifications

Product-led Certification
Critical Thinking
Sketching for UX Designers
Pitching Yourself for Opportunity
Miro for UX: Brainstorming and
Collaboration

Honors-Awards

American Web Design Awards
Fine Arts Library Collection Award,
Stevens-German Library

Bert Mahoney

Lead Designer @ HB — Complex Problem Solver — UX Design
- UED, UI Design - UID, Interaction Design - IxD, Information
Architecture - IA
Ojai, California, United States

Summary

I'm a designer with decades of cross-disciplinary design experience solving problems for people. I now harness the power of artificial intelligence (AI) to augment my creative process.

I've seen and done just about every type of digital marketing project —solutions spanning web and mobile interfaces, email campaigns, branding, and marketing strategies across diverse industries, including advertising, education, healthcare, and technology.

My skillset covers the entire design spectrum, and my passion lies in seamlessly merging aesthetics with functionality to create compelling designs that leave a lasting impact.

My academic background includes a Bachelor of Science in Computer and Information Science and a Bachelor of Arts in Fine Arts, both earned at Hartwick College.

Proficient in UX/UI design, AI integration, wireframes, prototypes, and programming (HTML, CSS, JS); I am adept at project management, research, and analysis. My coaching and mentoring abilities have fostered collaborative growth, while my marketing prowess and branding expertise have garnered remarkable results.

Industries I've touched on include accounting, healthcare, technology, and more. My adaptable skillset seamlessly navigates B2B, B2C, and B2B2C landscapes.

Let's connect and explore how we can collaboratively create design experiences that bridge the gap between solving your problems and business success.

Experience

HamiltonBerchman LLC

Lead Designer — UX Design - UED, UI Design - UID, Interaction Design - IxD, Info Architecture - IA

February 2005 - Present (18 years 9 months)

Waterford, New York, United States

I have executed numerous successful online projects such as websites, mobile and desktop applications, email campaigns, branding, and marketing initiatives that made a measurable impact.

My clients are from various industries, including advertising, education, editorial, medical, legal, science, technology, and automotive. I design compelling solutions focused on solving business problems. I have extensive experience leading remote meetings with teams and clients worldwide for the past fifteen years. I operate independently in this role — HB is just me.

Hatch Early Learning

Senior User Experience Designer

November 2022 - May 2023 (7 months)

Winston-Salem, North Carolina, United States

As a senior designer inside a product team, my primary focus was solving problems between screens and people. Core to this is finding and defining the business or user outcomes you're targeting. I established a design system and a suite of user personas, redesigned onboarding, and helped kick off a new product initiative. I used artificial intelligence to help with research and ideation, which became a work accelerator.

Art+Logic

User Experience & Interface Designer

June 2016 - April 2022 (5 years 11 months)

Southern California

For six years, I helped clients materialize their software ideas. I collaborated with remote teams of 1-16 people, ensuring the timely delivery of projects. My experience at Art+Logic improved my skills in producing deliverables on schedule, running remote meetings, and presenting to executives and clients worldwide. My discovery & prototype work was instrumental in securing large-scale projects.

AGIA

Senior Web Designer, Digital Marketing

2013 - 2015 (2 years)

Carpinteria, California

I improved user experience and conversion rates by designing more intelligent and responsive digital marketing campaigns. I customized emails with custom programming to dynamically change the email based on user behavior, delivering relevant content and increasing engagement by more than 25%. I used A/B and multivariate testing, and design iteration to measure and improve performance.

AIGA Design

Director of Internet Strategy and Services

2007 - 2010 (3 years)

Provided web design, development, and strategic consulting for the local chapter of the national design organization AIGA in Santa Barbara, California.

The Thacher School

6 years

Director of Communications

March 2000 - June 2005 (5 years 4 months)

Ojai, California

Responsible for the creative direction and hands-on design of all web and printed matter produced by the school. I primarily served the interests of the Development, Admission, and Administrative offices on campus, designing and building a wide range of communications materials targeted at their constituent groups.

My work included a complete redesign and re-architecture of the school website, a redesign of the school's primary magazine, The Thacher Notes, and The Parent's Post, a bi-annual parent newsletter. Also primary Advisor to "El Archivero," the school's yearbook. Fortunate to take part in producing six books, each distinct in its design and direction. The kids did the work; I was merely the shepherd.

Webmaster

1999 - 2005 (6 years)

Ojai, California

Responsible for all facets of the schools website—website design, web development and strategic planning. Early adoption of video production and delivery on the web in 2000. Designed and developed the first "ToadBlogs," written by students helping describe campus life from a student perspective.

JDA, Inc. Retail Ready Design
IT and Production Manager, Web Developer
1998 - 2000 (2 years)
Long Beach, California

Information Technology Manager, Production Manager, and Primary Web Developer. Managed all company workstations and file servers, managed and produced all digital archives. Designed and developed all client websites as well as pre-press production for all work leaving the studio.

Developed pre-press standards and processes sought by commercial printers for their high level of excellence to distribute to their own clients.

Education

Hartwick College
Bachelor of Science (BS), Information Science

Hartwick College
Bachelor of Arts (BA), Fine and Studio Arts