

Award-Winning Digital Experience and Software Designer

I'm exploring artificial intelligence's current design capabilities with 25+ years of digital design experience across thirty-four business industries—making ideas into concrete realities one step at a time.

- I grow revenue by providing deep problem-solving experience and world-class design solutions
- A subject matter expert in visual and digital design, user experience, typography, and color theory
- Expertise and a high degree of comfort with ambiguity, unknowns, and aggressive deadlines
- Comfortable leading design projects, mentoring people or managing teams, and working with executive leaders
- Experience conducting customer interviews, prototype reviews, and design solution feedback sessions
- Expertise in collaborating with engineering to deliver human-centered, customer-first digital experiences across thirty-five industries
- Excellent communication and presentation skills, with the ability to communicate digital concepts clearly across different audiences and varying levels of the organization

PROFESSIONAL EXPERIENCE

HamiltonBerchman

2005 – The Present

Human-Centered Lead Digital Experience Designer

I've completed over 1,000 successful digital projects, including websites, mobile and desktop applications, email campaigns, branding, and marketing initiatives that made a measurable impact and solved client issues. I design effective solutions focused on solving well-defined business problems. I have extensive experience working with leaders and clients and have led remote meetings with teams and clients worldwide for 18 years.

- Award-winning work for **Intuit**—their internal message and news aggregation website service
- Generated millions in revenue from projects with my clients over the past 19 years
- Over 100 satisfied clients have had digital solutions successfully delivered
- Client praise for communication skills and keeping clients informed of progress
- Ability to walk into faltering projects underway and take over design leadership

Hatch Early Learning Inc.

November 2022 — May 2023

Senior User Experience Designer

As a senior designer on a 10-person product team, my primary focus was solving problems between screens and people. Finding and defining your target business or user outcome is core to this. I established a design system and a user personas suite and redesigned onboarding. I helped launch a new primary product initiative. I used artificial intelligence to help with research and creativity, which has become a working accelerator in my design process.

- 19 steps down to 6 — I redesigned the UX onboarding process for all software users
- 12 user personas — researched and created an entirely new suite based on software analytics
- Redesigned a new logo for a rebranding initiative, taking a product and reimagining it
- Coached junior designer and provided constructive criticism and feedback

Art+Logic Inc.

June 2016 — April 2022

Senior User Experience And User Interface Designer

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. I was part of a three-person design team; however, most of my work was as the lead designer. My experience at Art+Logic improved my skills in producing deliverables, running remote meetings, and presenting to executives and clients worldwide. My discovery and prototype work were instrumental in securing large-scale projects.

- 2 million dollars auctioneering software refactor—I was the solo designer and researcher
- I secured millions in contract dollars for A+L through excellent customer service
- Brought in to save faltering projects during discovery before client dissatisfaction
- Consistently praised by clients for inclusion and professionalism
- Design leadership on many large complex projects in healthcare, legal, and financial

Continued...

AGIA Insurance

October 2013 — September 2015

Senior Web Designer And Email Designer

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 them based on user behavior, delivering relevant content and increasing engagement. I used A/B, multivariate testing, and design iteration to measure and improve performance using the Salesforce platform.

- 25% improvement in email engagement after refactoring and the latest email techniques used
- 2 million email subscribers was the most extensive subscriber list I deployed email to
- More than 20 clients needed custom email design and programming as well as custom landing page design
- \$100,000 in revenue — “saved” projects from client dissatisfaction from other designers

More professional experience is listed online at <https://bertmahoney.com/about-bert-mahoney>

FORMAL EDUCATION

Bachelor of Science in Computer and Information Science at Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration at Hartwick College

TECHNICAL AND DESIGN SKILLS

- User Experience, UX Design
- User Interface, UI Design
- User-Centered Design
- Responsive Design
- Human-Computer Interaction
- Artificial Intelligence (AI)
- Wireframes / Wireframing
- Prototypes / Prototyping
- HTML
- CSS
- JS
- React
- Vue
- Design Systems
- Design Leadership
- Coaching
- Mentoring
- Marketing
- Branding
- Storytelling
- Visual Layout
- Visual Design
- Art Direction
- Creative Direction
- Photography
- Typesetting
- Usability
- Graphic Design
- Advertising Design
- Packaging Design
- Editorial Design
- Interaction Design
- Adobe Creative Suite
- Figma
- Documentation
- Presentations
- Data and Analytics
- Project Management
- User Research

INDUSTRY EXPERIENCE

- Accounting
- Agriculture
- Architecture
- Arts
- Audio
- B2B
- B2C
- B2B2C
- Construction
- Consumer Electronics
- Data Management
- Performing Arts
- Education
- Finance
- Computer Hardware
- Healthcare
- Insurance
- Legal
- Management
- Medical Devices
- Motion Pictures
- Motor Vehicles
- Newspapers
- Printing
- Private Investigation
- Professional and Business Services
- Publishing
- Real Estate
- Software
- Surrogacy
- Technology
- Telecommunications
- Scientific and Technical Services
- Wholesale Trade

AWARDS & HONORS

TOP CREATIVE DESIGN AGENCIES — Clutch, Los Angeles — 2018

TOP GRAPHIC DESIGNERS — Clutch, Los Angeles — 2018

AMERICAN WEB DESIGN AWARDS — Graphic Design USA — May 2012

HARTWICK COLLEGE FINE ARTS LIBRARY COLLECTION AWARD — Hartwick College — April 1991