

	I'm Bert Mahoney. I've worked as a designer, for nearly three decades — software, advertising, editorial, marketing, packaging. I have wide experience across thirty-five industries. I also have decades of print design experience and am equally skilled at both.	
	I have a Bachelors of Science in Information and Computer Science and a Bachelor of Arts In Fine Arts.	
	This document follows the Mookin format to discover attributes of an ideal role for me and facilitate a conversation where others can share insights about me and how I work.	

TITLE: Design Director / Senior Designer

The Work

WHAT I HATE DOING	WHAT I LOVE DOING	MUST-NOTS	MUST-HAVES
Putting out fires, versus working on solving problems and adding value for people using the software	Working with clients, having deep conversations about their work and daily routines. Exploring what their "gochas" are, discovering their pain points, asking whats the top 3 things that could happen design wise to make their job easier.	Be excluded from the discovery and brought in as a "set of hands" to control the design software while someone is backseat driving	Client interaction — "face to face" for meetings, etc by online video mostly. I've done coast to coast travel for in-person, but its very expensive and video works fine.
Repetition	Finding efficiencies internally (company), personal, or inside the project. Whenever and where ever I can reduce friction, its a good feeling.	Working for or with companies or orgs whose values and ethos make it hard for me to sleep at night. I tangentially did work for NRA and made me feel awkward because I dont agree with them	Realistic timelines for iteration. Typically involves "one-round" of revisions. Sometimes more is needed.
Not working on backlog of identified issues	Finding the right problems to solve through always questioning if i am working on the right problem at the moment.	Be repetitive. Working on only one aspect of software — checkout or cart only.	Variety of projects and problems to solve. This speaks to the diversity of experience I have. Im more generalist than specialist. A Chameleon AND a Unicorn.
Putting broken items on backlog	Making ideas real for users. Taking conversations from clients and colleagues and turning them into real-world solutions that make everyones life easier.	Be trivial or busy work. Making widgets over and over is mind numbing. Been there done that.	Substantive projects and problems. I enjoy medium and larger scale projects. However they are hard to change direction. I would say I like a good mix of small to large projects.

My Role

When there is a disconnect with leadership / a lack of understanding of how I get things done	Finding the right problems to solve in a culture that values designs contributions and seat at the table.	Programming heavy — I'm not a Front-End UI Engineer, but I play one on TV	Full access to people, places, and things needed for project success
Not focused on user priorities	Solving problems	Isolated from team, clients, or data	Be on the earnings side of the business — for resource allocation
Not feeling connected to team	Reducing Friction	Be required to be on site daily or hybrid	Remote Only
Not learning, feeling stagnant. Repeating tasks and projects.	Working alone	Be a "hands only" role. Hired for only my ability to make things inside design software	Project management and ownership. I enjoy being the Lead Designer on projects.

Culture

Cubicles and Windowless environments	Comraderie / team spirit	No Backseat Drivers	Autonomy
Always need to blame someone when something went wrong	Humor / lightness Professional but not stuffy	Unreasonable expectations — project related	Ability to be involved in scheduling and resrouce and time allocation meetings prior to project kickoff
Inflexibility with time demands of life	Sharing ideas / brainstorming in teams	Change my role and responsibilities without talking with me first	Stability with role and responsibilities. If changes are coming theyre discussed before implementation
Business unable to pivot quickly for itself or a project	Working in Teams	Pulling carpet out from under me	Minimize drastic surprises other than acts of God.
Too much red tape	Working in a variety of team sizes from 2 to ??	Lots of Drama and / or Politics	Minimal to No drama and / or Politics
Dislikes huge companies where you are a cog in the machine	Working with smaller companies that are able to pivot with a hallway conversation. Smaller teams are far more fun and effective IMO. Widely distributed over timelines is not problem	Be on a design team larger than 12 people	Be on a smaller size design team, lessn than 12 people, preferably lessn than 6
Not learning from failure — individually and comapny	Coming together to learn from errors. I enjoy learning from mistakes and finding ways to improve and be more efficient	Company or role vaporizes	Solid company or org — Established
Not feeling valued or understood. Feeling like a delivery person. Others not understanding anything about what I do — Its easy anyway, anyone could do it	Contributing to team success. We all succeed when the team does.	Silos either department or people that inhibit progress	Flat org if possible.

SHORT TERM GOALS

In the short term, I'd like a design position (individual contributor and/or people manager) in an established company. The company should have a fully remote culture focused on solving problems and serving various industries. I like the variety and do not want to work on the same project repeatedly. I like to use my skills with a company where I can help make a difference.

LONG TERM GOALS

Long-Term I see myself staying put if the fit is right — until "retirement" whatever that is :-). I would like to have the peace of mind that my employment isnt going to vaporize on me.

Strengths

- Highly intuitive to the point of precognition
- Highly collaborative and approachable

Weaknesses

- Can go deep into rabbit holes exploring solutions
- Need to keep eye on hours invested in tasks to not overrun time budgets

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