

OBJECTIVE

I'd like to collaborate with colleagues and cross-functional teams on complex design problems in education, healthcare, finance, software, or the arts. I'm seeking a senior-level design role where the needs are design strategy, management, and implementation.

SUMMARY

I create reasoned solutions to complex problems in software, transactional campaigns, and products. I have a proven track record of collaborating to strategize, develop, and execute scalable design solutions. With hands-on design experience in eight disciplines across dozens of industries, my expertise includes client management, user experience research, workflow diagramming, interactive prototyping, computer programming, and delivering accessible solutions to meet any desired digital outcome.

EXPERIENCE

HamiltonBerchman

2005 – Present

Senior Digital Experience Designer — Self-Employed Freelancer

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing and incorporated data insights to inform design decisions.

Hatch Early Learning Inc.

2022 – 2023

Senior User Experience Designer

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

Art+Logic Inc.

2016 – 2022

Senior User Experience and User Interface Designer

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

AGIA Insurance

2013 – 2015

Senior Web Designer and Email Designer

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

EDUCATION

Bachelor of Science in Computer and Information Science, Hartwick College, Oneonta, New York

Bachelor of Arts in Fine Arts, Painting Concentration, Hartwick College, Oneonta, New York

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AWARDS

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| American Web Design Awards | Graphic Design USA — May 2012 |
| Print Media Service Case Study History Award | Dynamic Graphics — July 1993 |
| Hartwick College Library Collection Award | Hartwick College — April 1991 |

EXPERIENCE IN 8 DESIGN DISCIPLINES

- ⇒ Digital
- ⇒ Advertising
- ⇒ Marketing
- ⇒ Branding
- ⇒ Packaging
- ⇒ Educational
- ⇒ Editorial
- ⇒ Book

DESIGN EXPERIENCE IN OVER 30 INDUSTRIES

- ⇒ 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 Services
- ⇒ Publishing
- ⇒ Real Estate
- ⇒ Software
- ⇒ Surrogacy
- ⇒ Technology
- ⇒ Telecommunications
- ⇒ Scientific Services
- ⇒ Wholesale Trade

SKILLS

- ⇒ UX Design
- ⇒ UI Design
- ⇒ UC Design
- ⇒ E-commerce
- ⇒ Transactional Experiences
- ⇒ Information Architecture
- ⇒ Taxonomy
- ⇒ Wireframes
- ⇒ Prototypes
- ⇒ Storyboarding
- ⇒ Agile
- ⇒ User Research
- ⇒ Usability Testing
- ⇒ Cross-Functional Team Collaboration
- ⇒ Design Leadership