

# J Bert Mahoney

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**PHONE:** (805) 225-7061

**LOCATION:** Waterford, New York

## WHO I AM

I'm a senior designer and systems thinker with extensive experience modernizing complex software, aligning siloed teams, and translating ambiguity into clarity.

I specialize in redesigning legacy systems, simplifying workflows, and bridging the gap between technical teams and business stakeholders in regulated, high-stakes environments.

Organizations bring me in when systems are broken, teams are stuck, or the real problem isn't what it appears to be.

I've worked across eight design disciplines and more than 30 industries—from healthcare and finance to automotive and surrogacy. I'm comfortable operating as the sole designer or leading multidisciplinary teams, and I've spent years collaborating closely with engineers, architects, QA, and executive stakeholders.

My work is defined by calm execution, thoughtful documentation, and designs that hold up over time.

## HOW I WORK

**I translate complexity into clarity.** I sit at the center of ambiguity—between engineering and business, between legacy systems and modern expectations—and help teams align around what truly matters.

**I lead through collaboration, not authority.** I've mentored designers, guided engineers through UX thinking, and helped stakeholders see their systems differently. My leadership style is steady, empathetic, and focused on reducing friction.

**I design systems, not just screens.** Whether it's modernizing a 30-year-old auction platform, streamlining onboarding from 19 steps to 6, or building HIPAA-compliant workflows, I approach every project as a systems problem first.

**I value durability over novelty.** I build solutions that are accessible, maintainable, and resilient—designed to serve people reliably, not impress temporarily.

## CORE CAPABILITIES

### Design & UX

User Experience (UX) • User Interface (UI) • Information Architecture • Wire framing • Prototyping • Interaction Design • Responsive Design • Accessibility (WCAG/ADA) • Usability Testing • Journey Mapping • Persona Development

### Technical & Systems

Workflow Design • System Modernization • Application Refactors • Legacy System Redesigns • Design Systems • QA Coordination • Requirements Translation • Agile Collaboration

### Cross-Functional Leadership

Team Mentorship • Stakeholder Communication • Standards Enforcement • Cross-Functional Collaboration • Documentation • Estimation & Planning • Client-Facing Leadership

## SELECTED PROJECTS

### \$2M Auction Platform Modernization — Art+Logic Inc.

Led the complete UX/UI redesign of a 30-year-old wholesale vehicle auction system running weekly multi-million dollar auctions. Worked with siloed departments, mapped undocumented workflows, and redesigned the entire business system from the ground up. Collaborated across time zones with engineering, QA, and project management. The work was valued at \$2M over two years before COVID-19 halted the project.

**Onboarding Reduction: 19 Steps → 6 — Hatch Early Learning**

Researched workflows, interviewed users, and redesigned a complex onboarding process—reducing steps by more than two-thirds. The result: increased engagement, improved adoption, and significantly reduced internal support load. Used AI tools to accelerate research and ideation without sacrificing quality.

**Crisis Design Leadership — STAAR Surgical**

Brought in after a previous designer's work stalled. Conducted discovery with global teams, mapped clinical and operational workflows, and delivered prototypes that convinced C-suite executives to move forward. My research and design quality secured the full software development contract.

**1,000+ Digital Projects Delivered — HamiltonBorchman**

Designed and delivered responsive, transactional software experiences across industries for decades. Projects ranged from marketing campaigns and mobile interfaces to data-heavy enterprise systems. Reinforced accessibility standards, collaborated with remote teams worldwide, and maintained a focus on long-term maintainability.

**Accessibility-Driven Improvements — AGIA Insurance**

Improved digital conversion rates by 20% and email engagement by 25% through targeted UX improvements, A/B testing, and custom-coded responsive email templates. Used analytics and workflow refinements to measurably improve customer experience.

**PROFESSIONAL EXPERIENCE****HamiltonBorchman — Senior Digital Experience Designer : 2005 - Currently**

Designed and delivered over 1,000 digital projects across eight design disciplines and 30+ industries. Led cross-functional teams to produce accessible, responsive solutions. Conducted user research, usability testing, and stakeholder interviews to guide design strategy. Provided standards enforcement, mentorship, and documentation across long-term client relationships.

**Hatch Early Learning Inc. — Senior User Experience Designer : 2022 - 2023 (Remote)**

Reduced onboarding complexity from 19 steps to 6 using workflow analysis, user research, and iterative prototyping. Created personas, established a design system, and helped initiate a new product line. Used AI tools strategically to accelerate research and creative exploration without compromising quality.

**Art+Logic Inc. — Senior UX/UI Designer : 2016 - 2022 (Remote)**

Led design for a multi-million-dollar legacy software modernization project, overseeing prototypes, user flows, and interface design. Collaborated with distributed engineering teams across multiple time zones to ensure accessibility, alignment, and successful delivery. Secured new business through client-facing design leadership and high-quality discovery work.

**AGIA Insurance — Senior Web & Email Designer : 2013 - 2015**

Increased conversion rates by 20% and email engagement by 25% through strategic UX improvements and custom-programmed responsive email templates. Conducted A/B testing and used analytics to refine digital marketing campaigns and customer experiences.

**EARLIER ROLES (SELECTED)****Journalism Accelerator — Web Design & Development Director (2012–2013, Remote)**

Web strategist, designer, and developer for a national journalism innovation project. Built one of the most technically advanced WordPress sites I'd encountered at the time.

**AIGA Santa Barbara — Director of Internet Strategy & Services (2007–2010)**

Founding member of the Santa Barbara chapter. Led web design, development, and strategic consulting for the organization.

**Dennison+Wolfe — Creative Director (2009–2011)**

Co-founded a design studio focused on custom WordPress solutions for small businesses, non-profits, law firms, and restaurants. Oversaw all creative direction, branding, and custom development.

**The Thacher School — Director of Communications (1999–2005)**

Oversaw design of all institutional communications (print and web) for a private school.

Led design efforts for the school's first \$80M capital campaign. Mentored students in graphic design, typography, and digital skills as Faculty Advisor to the yearbook for five years.

**Jensen Design Associates — Director of Production, Network & Systems Manager (1996–1999)**

Managed production, digital archives, network infrastructure, and client web solutions for a branding and design firm serving Canon USA, Robek's Juice, and other notable clients.

## **INDUSTRY EXPERIENCE (35+ SECTORS)**

Technology • Software • Education • Healthcare • Insurance • Legal • Finance • Architecture • Agriculture • Publishing • B2B • B2C • Audio • Data Management • Consumer Electronics • Private Investigation • Real Estate • Scientific Services • Marketing • Editorial • Performing Arts • Printing • Telecommunications • Hardware • Construction • Automotive • Surrogacy • Wholesale Trade • Professional Services • and more.

## **EDUCATION**

**Bachelor of Science — Computer and Information Science**

**Bachelor of Arts — Fine Arts (Painting Concentration)**

Hartwick College, Oneonta, New York

## **RECOGNITION**

**Clutch: Top Creative Design Agencies — Los Angeles, 2018**

Acknowledged as part of the Art+Logic design team.

**Clutch: Top Graphic Designers — Los Angeles, 2018**

Acknowledged as part of the Art+Logic design team.

**American Web Design Awards — Graphic Design USA, 2012**

Received recognition for web design work on Access Communications.

**Coast Soccer League Champions (CSL) — 2017**

Head coach for five years (ages 8–13) in one of the most competitive youth soccer leagues in the United States. Our team went 11-1-0 in our championship season.

**CIF Boys Varsity Soccer, California State Finalist — Runner-Up — 2019**

Assistant Varsity Boys Soccer Coach during a deep CIF Southern Section playoff run, finishing as state runner-up in a 5-4 final.

## **DESIGN STACK**

Adobe Creative Suite • Figma • Phoenix Code Editor • GitHub (Version Control) • Transmit (SFTP, WebDAV, Cloud)

**Questions about my experience?**

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