

Joseph Mahoney

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SUMMARY

Seeking a Software Designer role with 29 year of dedicated experience and a history of impactful digital projects. Expertise in human-centered design, problem-solving, and leading design initiatives for web and mobile applications. Proven track record in UX/UI design, client collaboration, and driving revenue through innovative digital solutions.

WORK EXPERIENCE

HamiltonBerchman

Remote

Human-Centered Lead Digital Experience Designer

2005 - The Present

- Orchestrated the design and delivery of over 1,000 digital solutions, including comprehensive websites, mobile and desktop applications, and marketing campaigns, directly contributing to enhanced client business performance and resolving key operational challenges.
- Revitalized underperforming projects by assuming design leadership, earning accolades for exceptional communication and project management skills, which led to recognized client satisfaction and increased revenue generation.

Hatch Early Learning Inc.

Remote

Senior User Experience Designer

Nov 2022 - May 2023

- Enhanced user experience by streamlining a 19-step onboarding process to a concise 6-step procedure, resulting in more efficient user engagement.
- Developed and implemented a comprehensive design system, contributing to a cohesive brand identity through the creation of a new logo and various design elements.
- Conducted in-depth research utilizing software analytics and artificial intelligence to construct 12 detailed user personas, informing targeted design strategies and improving product-user alignment.

Art+Logic Inc.

Remote

Senior User Experience and User Interface Designer

Jun 2016 - Apr 2022

- Collaborated with cross-functional teams to ensure projects were delivered on time, serving as the primary designer responsible for the conceptualization and creation of user experience and user interface designs.
- Played a pivotal role in the acquisition of significant contracts by producing discovery and prototype work that effectively demonstrated project viability and potential.
- Contributed to the successful overhaul of a multimillion-dollar auctioneering software platform, enhancing functionality and user satisfaction.
- Intervened in at-risk projects during the discovery phase to rectify issues and prevent client dissatisfaction, consistently receiving client accolades for my inclusivity and professionalism.

AGIA Insurance

Carpinteria, California

Senior Web Designer and Email Designer

Oct 2013 - Sep 2015

- Enhanced user experience and conversion rates through the design and deployment of responsive digital marketing campaigns, utilizing user behavior data to tailor email content, which contributed to a 25% increase in email engagement.
- Conducted comprehensive A/B and multivariate tests to refine campaign strategies, leveraging the Salesforce platform for performance analytics and iterative design enhancements.
- Recovered \$100,000 in revenue by redesigning and salvaging at-risk projects, delivering custom email and landing page solutions for over 20 clients, and effectively managing communications for a 2 million subscriber email list.

EDUCATION

Hartwick College
Bachelor of Science in Computer and Information Science

Hartwick College
Bachelor of Arts in Fine Arts, Painting Concentration

SKILLS

User Experience • User Interface • 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