

Joseph Mahoney

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SUMMARY

Seasoned Lead UX Designer with 18 years of experience in web and mobile applications, specializing in SaaS. Demonstrated expertise in utilizing web technologies to drive successful digital projects, including branding and email campaigns. Proficient in creating style guides, streamlining user experience processes, and leading strategic rebranding initiatives. Seeking to leverage extensive background to excel in a Lead UX Designer role.

WORK EXPERIENCE

HAMILTONBERCHMAN

Award-Winning, Human-Centered Digital Experience Designer 2005 - Present

- Lead successful digital projects, including website, mobile and desktop applications, e-mail campaigns, and branding, generating measurable business impact and resolving client issues across various industries.
- Secure notable recognition for work on Intuit's internal messaging and news aggregation website, demonstrating a commitment to delivering quality digital solutions.
- Generate millions in revenue for clients through the delivery of effective design solutions, reflecting a strong understanding of business needs and client satisfaction.
- Demonstrate exceptional communication abilities, consistently keeping clients informed of progress and seamlessly taking over design leadership in ongoing projects.

HATCH EARLY LEARNING INC.

Senior User Experience Designer Nov 2022 - May 2023

- Streamlined user experience onboarding process, effectively reducing steps from 19 to 6, enhancing user accessibility and efficiency.
- Conducted comprehensive research, culminating in the creation of a robust suite of user personas, thereby improving software personalization and user targeting.
- Oversaw a strategic rebranding initiative, including the design of a new company logo, while also mentoring junior designers to foster team development and creativity.

ART+LOGIC

USER EXPERIENCE and USER INTERFACE DESIGNER Jun 2016 - Apr 2023

- Led the design and research for a \$2 million auctioneering software refactor, showcasing a high degree of responsibility and expertise.
- Contributed significantly to securing high-value contracts through the provision of outstanding customer experiences.
- Successfully improved the outcomes of numerous projects by intervening at critical stages to prevent client dissatisfaction.
- Promoted inclusivity and demonstrated consistent professionalism, earning frequent praise from clients.

AGIA Insurance

Senior Web Designer and E-Mail Designer Oct 2013 - Sep 2015

- Enhanced user experience and conversion rates by innovatively designing responsive digital marketing campaigns, inclusive of custom emails that dynamically adapted based on user behavior, resulting in a 25% increase in email engagement.
- Handled mass-scale marketing initiatives, deploying to an extensive list of 2 million email subscribers, demonstrating exceptional capacity to manage large-scale projects.

- Delivered personalized service to 20+ clients requiring custom email and landing page design, consequently receiving consistent client commendations for professionalism and inclusivity.

EDUCATION

Hartwick College

Bachelor of Science in Computer and Information Science

Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration

CERTIFICATIONS

PRODUCT-LED CERTIFICATION, Pendo.io

Mar 2023

SKETCHING FOR UX DESIGNERS, LinkedIn

Sep 2023

MIRO FOR UX: BRAINSTORMING AND COLLABORATION, LinkedIn

Sep 2023

CRITICAL THINKING, LinkedIn

Sep 2023

PITCHING YOURSELF FOR OPPORTUNITY, LinkedIn

Oct 2023

SKILLS

User Experience • UX Design • User Interface • UI Design • Artificial Intelligence • Ai • Wireframes / Wireframing • Prototypes / Prototyping • HTML • CSS • Js • React • Vue • Design Systems • Project Management • User Research • Analysis • Design Leadership • Coaching • Mentoring • Leadership / C Suite • Marketing • Branding • Documentation • Presentations • Data and Analytics • Storytelling • Visual Layout • Visual Design • Art Direction • Creative Direction • Photography • Typesetting • Graphic Design • Advertising Design • Packaging Design • Editorial Design • Adobe Creative Suite • Figma • User Experience Design • Leadership • Design System • Javascript