

J Bert Mahoney

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OBJECTIVE

I'm seeking a remote senior-level IC design role at an early-stage company that needs design strategy and execution. I'd like to collaborate with founders on complex design problems in healthcare, software, or the arts.

SUMMARY

- Thirty years of design experience in eight design disciplines in over thirty industries.
- Generated millions of dollars in revenue from designing and delivering thousands of successful projects.
- Single-handedly take ideas from discovery to delivery as a solo designer providing research, design, and deliverables.
- Providing design leadership with compelling, human-focused design solutions supported by artificial intelligence (AI).
- Experience conducting customer interviews, prototype reviews, and design feedback sessions.
- Expertise in communicating with software engineers to deliver human-centered, customer-first digital experiences.
- Visual thinker and digital design subject matter expert; user experience + interface, typography, and color theory.
- Comfortable leading design projects, mentoring people or managing teams, and working with executive leaders.
- Ability to communicate digital concepts clearly across different audiences and varying levels of any organization.
- Expertise and comfort with ambiguity, unknowns, and aggressive deadlines.

EXPERIENCE

HamiltonBerchman

2005 – The Present

Human-Centered Senior Digital Experience Designer

- Over 1,000 successful projects, including websites, mobile & desktop software, email marketing, and branding.
- Generated millions in revenue from over 100 satisfied design clients.
- Award-winning work from American Web Design Awards for Intuit's internal message and news aggregation website.
- Led and directed cross-functional and multi-geographic teams.

Hatch Early Learning Inc.

November 2022 — May 2023

Senior User Experience Designer

- Reduced onboarding steps for all users & products from 19 steps to 6.
- Researched and created 12-user personas based on software analytics and AI-assisted ideation.
- Senior of two UX Designers in a 10-person Product Team, solving problems between screens and people.
- Utilized Artificial Intelligence to assist with research and ideation, accelerating the design process.
- Coached junior designer and provided constructive criticism and design feedback.

Art+Logic Inc.

June 2016 — April 2022

Senior User Experience And User Interface Designer

- Led and solo UX designer for a two-million-dollar auctioneering software refactor.
- Collaborated with remote teams, ensuring timely delivery of projects.
- Secured six and seven-figure projects through quality discovery and prototype work for clients.
- Provided leadership on large complex projects in healthcare, legal, and financial sectors.

Senior Web Designer And Email Designer

- Saved over \$100,000 in revenue from client project cancellations from previous designer's work.
- Improved conversion rates by 20% through intelligent and responsive digital marketing campaigns.
- Enhanced email engagement by 25% after refactoring legacy email templates with custom programming.
- Implemented A/B and multivariate testing to measure and improve performance using the Salesforce platform.
- Designed and programmed emails for 20 clients, managing campaigns with up to 2 million subscribers.

EDUCATION

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

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

SKILLS

- | | | | |
|--------------------------------|------------------------------------|------------------------|----------------------|
| • User Experience, UX Design | • Design Systems | • Graphic Design | • Usability Testing |
| • User Interface, UI Design | • Cross-functional Team Leadership | • Advertising Design | • Accessibility |
| • User-Centered Design | • Design Leadership | • Packaging Design | • Art Direction |
| • Responsive Design | • Coaching | • Editorial Design | • Creative Direction |
| • Human-Computer Interaction | • Mentoring | • Interaction Design | • Typesetting |
| • Artificial Intelligence (AI) | • Marketing | • Adobe Creative Suite | • HTML |
| • Wireframes / Wireframing | • Branding | • Figma | • CSS |
| • Prototypes / Prototyping | • Storytelling | • Documentation | • JS |
| • AI-Assisted Design | • Data and Analytics | • Presentations | • React |
| • User Research | • Project Management | • Visual Design | • Vue |

INDUSTRY EXPERIENCE

- | | | | |
|----------------|------------------------|-------------------------|-----------------------|
| • Accounting | • Construction | • Legal | • Publishing |
| • Agriculture | • Consumer Electronics | • Management | • Real Estate |
| • Architecture | • Data Management | • Medical Devices | • Software |
| • Arts | • Performing Arts | • Motion Pictures | • Surrogacy |
| • Audio | • Education | • Motor Vehicles | • Technology |
| • B2B | • Finance | • Newspapers | • Telecommunications |
| • B2C | • Computer Hardware | • Printing | • Scientific Services |
| • B2B2C | • Healthcare | • Private Investigation | • Wholesale Trade |
| | • Insurance | • Professional Services | |

AWARDS

Top Creative Design Agencies	Clutch, Los Angeles — 2018
Top Graphic Designers	Clutch, Los Angeles — 2018
American Web Design Awards	Graphic Design USA — May 2012
Hartwick College Fine Arts Library Collection Award	Hartwick College — April 1991

My complete professional experience is online at <https://bertmahoney.com/about-bert-mahoney>