

# J Bert Mahoney

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## OBJECTIVE

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I am seeking a senior-level product design role where I can leverage my extensive experience in UX design, information architecture, and content design to create impactful digital experiences.

## SUMMARY

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- Nearly thirty years of design experience in various disciplines across multiple industries.
- Expertise in information architecture, content design, and creating impactful user experiences.
- Proficiency in designing and prototyping with Figma, Adobe Creative Suite, and other industry-standard tools.
- Strong analytical and strategic thinking abilities, with a knack for translating insights into transformative digital strategies.
- Excellent verbal and written communication skills, capable of articulating complex concepts to diverse audiences.
- Experience leading and collaborating with cross-functional teams to deliver human-centered, innovative digital experiences.
- Expertise in communicating with software engineers to deliver human-centered, customer-first digital experiences
- 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

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HamiltonBerchman

2005 – The Present

### Human-Centered Senior Digital Experience Designer

- Led UX strategy and design for over 1,000 successful projects, including websites, mobile & desktop software, email marketing, and branding.
- Generated millions in revenue from over 100 satisfied design clients.
- Spearheaded the development and evolution of design systems to support business needs and enhance user experiences.
- Conducted user research, usability tests, and competitive analysis to inform design decisions.
- Effectively communicated design strategies and insights to executive stakeholders.

Hatch Early Learning Inc.

November 2022 — May 2023

### Senior User Experience Designer

- Reduced onboarding steps for all users & products from 19 steps to 6, significantly improving user engagement.
- Researched and created 12-user personas based on software analytics and AI-assisted ideation.
- Led the UX team in creating wireframes, prototypes, and production-ready designs for a 10-person Product Team.
- Utilized Artificial Intelligence to assist with research and ideation, accelerating the design process.
- Coached junior designers and provided constructive design feedback.

Art+Logic Inc.

June 2016 — April 2022

### Senior User Experience And User Interface Designer

- Led the UX strategy for a two-million-dollar auctioneering software refactor, delivering a seamless user experience.
- 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 healthcare, legal, and financial projects.

**Senior Web Designer And Email Designer**

- Saved over \$100,000 in revenue from client project cancellations by improving 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**

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

**INDUSTRY EXPERIENCE**

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|----------------|------------------------|-------------------------|-----------------------|
| • 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     |
| • SaaS         | • Insurance            | • Professional Services |                       |

**AWARDS**

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

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