

J Bert Mahoney

hello@bertmahoney.com • <https://bertmahoney.com> • <https://www.linkedin.com/in/bertmahoney>

OBJECTIVE

I'm seeking a principal-level UX design role at a tech or SaaS company that needs strategic design leadership and execution. I'd like to collaborate with teams on complex design problems in digital experiences, especially within the B2B space.

SUMMARY

- Thirty years of design experience in five design disciplines in over thirty industries.
- Generated millions of dollars in revenue from designing and delivering thousands of successful projects.
- Expertise in leading UX strategy and design for digital properties, focusing on user engagement and satisfaction.
- Strong analytical and strategic thinking abilities, with a knack for translating insights into transformative digital strategies.
- Proficiency in Figma and other design tools, with working knowledge of HTML/CSS and JavaScript.
- 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.

EXPERIENCE

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 projects in healthcare, legal, and financial sectors.

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

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

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>