

J Bert Mahoney

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PHONE: (805) 798-3430

LOCATION: Ventura, California

OBJECTIVE

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

SUMMARY

With design experience in eight disciplines across dozens of industries, I specialize in creating responsive, consumer-facing, and transactional campaigns and products. I have a proven track record of collaborating to strategize, develop, and execute design solutions. My expertise includes user experience research, prototyping, and delivering accessible, industry-best practices for any digital product.

SKILLS

User Experience (UX) Design, User Interface (UI) Design, Responsive Design, E-commerce and Transactional Experiences, Information Architecture and Site Taxonomy, Wireframes, Prototypes, and Storyboarding, Human-Centered Design, Agile Software Design Process, Customer Research and Usability Testing, Email Marketing, SEO, Analytics, Online Marketing and Social Media Campaigns, Cross-Functional Team Collaboration, Design Leadership and Thought Leadership

EXPERIENCE

HamiltonBorchman

Human-Centered Senior Digital Experience Designer — Self-Employed Freelancer

2005 – Present

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing and incorporated data insights to inform design decisions.

Hatch Early Learning Inc.

Senior User Experience Designer

November 2022 – May 2023

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

Art+Logic Inc.

Senior User Experience and User Interface Designer

June 2016 – April 2022

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

AGIA Insurance

Senior Web Designer and Email Designer

October 2013 – September 2015

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

EDUCATION

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

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

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AWARDS

American Web Design Awards, Graphic Design USA

May 2012

Hartwick College Fine Arts Library Collection Award, Hartwick College

April 1991

PROFESSIONAL EXPERIENCE IN 8 DESIGN DISCIPLINES

- Digital
- Advertising
- Marketing
- Branding
- Packaging
- Educational
- Editorial
- Book

DESIGN EXPERIENCE IN OVER 30 INDUSTRIES

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