

Joseph Bert Mahoney

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Software Designer passionate about crafting human-centered digital experiences

Exploring artificial intelligence's role in user experience design, leveraging nearly three decades of digital design across thirty-five industries, helping people bring their ideas and needs to the screen.

- Growing revenue by providing deep problem-solving experience and world-class design solutions
- Expert in visual and digital design subject matter, user experience, typography, and color theory
- Expertise and a high degree of comfort with ambiguity, unknowns, and aggressive deadlines
- Comfortable leading design projects, mentoring people or managing teams, and working with executive leaders
- Experience conducting customer interviews, prototype reviews, and design solution feedback sessions
- Expertise in collaborating with engineering to deliver human-centered, customer-first digital experiences across thirty-five industries
- Excellent communication and presentation skills, with the ability to communicate digital concepts clearly across different audiences and varying levels of any organization

PROFESSIONAL EXPERIENCE

HamiltonBerchman

2005 – The Present

Human-Centered Lead Digital Experience Designer

- Completed over 1,000 successful digital projects, including websites, mobile and desktop applications, email campaigns, branding, and marketing initiatives that made a measurable impact and solved client issues
- Designing effective solutions focused on solving well-defined business problems.
- Extensive experience working with leaders and stakeholders
- Led remote meetings with teams and clients worldwide for 18 years.
- Award-winning work for Intuit—their internal message and news aggregation website service
- Generated millions in revenue from projects with my clients over the past 19 years
- Over 100 satisfied clients have had digital solutions successfully delivered
- Client praise for communication skills and keeping clients informed of progress
- Ability to walk into faltering projects underway and take over design leadership

Hatch Early Learning Inc.

November 2022 — May 2023

Senior User Experience Designer

- Solving problems between screens and people was my main focus as a senior designer on a 10-person product team
- Finding and defining the correct problems, targets, or user outcomes was core to my success for clients
- Established a design system & redesigned a new logo for a rebranding initiative—take an existing product and reimagine it
- Created 12-user personas — researched and created entirely new personas based on software analytics and AI ideation
- Redesigned the onboarding experience for all software users & all products—a 19-step process down to 6 steps
- Used artificial intelligence to help with research and ideation—became a working accelerator in my process
- Coached junior designer and provided constructive criticism and feedback

Art+Logic Inc.

June 2016 — April 2022

Senior User Experience And User Interface Designer

- Helped clients materialize their software ideas for six years
- Collaborated with remote teams of 1-16 people, ensuring the timely delivery of projects
- Lead designer on all projects and part of a three-person design team
- Discovery and prototype work I generated was instrumental in securing large-scale contracts & projects.
- Lead designer on a 2 million dollar auctioneering software refactor
- Secured millions in contract dollars for A+L through excellent customer service
- Brought in to save faltering projects during discovery before client dissatisfaction
- Consistently praised by clients for inclusion and professionalism
- Design leadership on many large complex projects in healthcare, legal, and financial
- Experience at Art+Logic improved my skills in producing deliverables, running remote meetings, and presenting to executives and clients worldwide

AGIA Insurance

October 2013 — September 2015

Senior Web Designer And Email Designer

- Improved user experience and conversion rates by designing more intelligent and responsive digital marketing campaigns. Customized emails with custom programming to dynamically change them based on user behavior, delivering relevant content and increasing engagement
- Implemented A/B, multivariate testing, and design iteration to measure and improve performance using the Salesforce platform
- 25% improvement in email engagement after refactoring and the latest email techniques used
- 2 million email subscribers were the most extensive subscriber list I deployed email to
- More than 20 clients needed custom email design and programming as well as custom landing page design
- \$100,000 in revenue from projects I saved from client cancellations from previous designer's work

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

FORMAL EDUCATION

Bachelor of Science in Computer and Information Science at Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration at Hartwick College

TECHNICAL AND DESIGN SKILLS

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

INDUSTRY EXPERIENCE

- 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 and Business Services
- Publishing
- Real Estate
- Software
- Surrogacy
- Technology
- Telecommunications
- Scientific and Technical Services
- Wholesale Trade

AWARDS & HONORS

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