

J Bert Mahoney

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

SUMMARY

I'm a Senior-Level Design Individual Contribution (IC) Specialist with over thirty years of experience in eight design disciplines in over thirty industries. I have a proven track record of single-handedly taking ideas from discovery to delivery, as most of my roles were as a solo designer, having to provide a full suite of skills, research, and design.

I provide design leadership to founders or organizations seeking to solve unique design problems while pushing the boundaries of what's possible with compelling, human-focused design solutions supported by the best artificial intelligence (AI) available.

- Generated millions of dollars in revenue from designing and delivering thousands of successful projects
- 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
- Experience conducting customer interviews, prototype reviews, and design feedback sessions
- Expertise in collaborating with engineering to deliver human-centered, customer-first digital experiences
- I can communicate digital concepts clearly across different audiences and varying levels of any organization
- Expertise and comfort with ambiguity, unknowns, and aggressive deadlines

PROFESSIONAL EXPERIENCE

HamiltonBorchman

2005 – The Present

Human-Centered Senior Digital Experience Designer

- Over 1,000 successful projects delivered, including websites, mobile & desktop software, email campaigns, branding, and marketing initiatives
- Millions of dollars in revenue generated from over 100 satisfied design clients
- Award-winning work from American Web Design Awards for Intuit's internal message and news aggregation website
- Experience leading and directing cross-functional and multi-geographic teams

Hatch Early Learning Inc.

November 2022 — May 2023

Senior User Experience Designer

- 13 steps removed from the onboarding experience for all users & all products—a 19-step process down to 6
- 12-user personas researched and created based on software analytics and AI-assisted ideation
- 10-Person Product Team — I was the Senior of two UX Designers solving problems between screens and people
- Artificial Intelligence, used to assist with research and ideation—became a working accelerator in my 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

- I was the lead and solo UX person for a two-million-dollar auctioneering software refactor — I did it all
- 16 down to one was the range of team sizes I collaborated with remotely, ensuring the timely delivery of projects
- I secured six and seven-figure projects with the quality of my discovery and prototype work for clients
- Millions in contract dollars secured for A+L through excellent customer service and relations
- Leadership provided on many large complex projects in healthcare, legal, and financial

[continued...]

Senior Web Designer And Email Designer

- Saved over \$100,000 in revenue from client project cancellations from previous designer's work — made it right
- 20% conversion rate improvement by designing more intelligent and responsive digital marketing campaigns.
- 25% improvement in email engagement after refactoring legacy email templates with my custom programming
- I programmed dozens of emails to deliver content based on behavior, thus dynamically increasing engagement
- Implemented A/B, multivariate testing to measure and improve performance using the Salesforce platform
- Provided 20 clients with custom email design and programming as well as custom landing page design
- 2 million email subscribers were typical for single email campaign deployments

FORMAL 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

TECHNICAL AND DESIGN SKILLS

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

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