

Joseph BERT Mahoney

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Award-winning designer, human-centered with accessibility and inclusivity

I'm exploring artificial intelligence's current design capabilities with 25+ years of digital design experience across thirty-four business industries—making ideas into concrete realities one step at a time.

- I grow revenue by providing world-class design solutions and deep problem-solving experience
- A subject matter expert in visual design, user experience, typography, and color theory
- Expertise and a high degree of comfort with ambiguity, unknowns, and impossible deadlines
- Building relationships with clients and executives promoting trust and inclusiveness in the process
- Consistently expanding skill set with continuing self-education and sharing learnings

PROFESSIONAL EXPERIENCE

HamiltonBorchman

2005 – Present

Award-winning, Human-Centered Digital Experience Designer

I've been involved in more than 1,000 successful digital projects, including websites, mobile and desktop applications, e-mail campaigns, branding, and marketing initiatives that made a measurable impact and solved client issues. I design effective solutions focused on solving well-defined business problems. I have extensive experience working with leaders and clients and have led remote meetings with teams and clients worldwide for the past fifteen years.

- Award-winning work for **Intuit**—their internal message and news aggregation website
- Millions in revenue have been generated from my work for my clients over the past 18 years
- 100+ happy clients have had successful digital solutions delivered to their satisfaction
- Client praise for communication skills and keeping clients informed of progress
- Ability to walk into projects underway and take over design leadership

Hatch Early Learning Inc.

November 2022 — May 2023

Senior User Experience Designer

As a senior designer on a 10-person product team, my primary focus was solving problems between screens and people. Finding and defining your target business or user outcome is core to this. I established a design system and a suite of user personas, redesigned onboarding, and helped launch a new primary product initiative. I used artificial intelligence to help with research and creativity, which has become a working accelerator in my design process.

- 19 steps down to 6 — I redesigned the UX onboarding process for all software users
- 12 user personas — researched and created an entirely new suite based on software analytics
- Redesigned a new logo for a rebranding initiative, taking a product and reimagining it
- Coached junior designer and provided constructive criticism and feedback

Art+Logic Inc.

June 2016 — April 2022

Senior User Experience And User Interface Designer

For six years, I helped clients materialize their software ideas. I collaborated with remote teams of 1-16 people, ensuring the timely delivery of projects. I was part of a three-person design team; however, most of my work was as the lead designer. My experience at Art+Logic improved my skills in producing deliverables, running remote meetings, and presenting to executives and clients worldwide. My discovery and prototype work were instrumental in securing large-scale projects.

- 2 million dollars auctioneering software refactor—I was the solo designer and researcher
- I secured millions in contract dollars for A+L through excellent customer service
- Brought in to “save” projects before client dissatisfaction
- Consistently praised by clients for inclusion and professionalism
- Design leadership on many large complex projects in healthcare, legal, and financial

AGIA Insurance

October 2013 — September 2015

Senior Web Designer And E-Mail Designer

I improved user experience and conversion rates by designing more intelligent and responsive digital marketing campaigns. I customized emails with custom programming to dynamically change them based on user behavior, delivering relevant content and increasing engagement. I used 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 technology and techniques used
- 2 million email subscribers were the most significant list I deployed marketing initiatives to
- 20+ clients needed custom email design and programming as well as custom landing page design
- \$100,000 in revenue — “saved” projects from client dissatisfaction from other designers

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*

CERTIFICATIONS & LICENSES

PRODUCT-LED CERTIFICATION Pendo.io, March 2023

SKETCHING FOR UX DESIGNERS LinkedIn, September 2023

MIRO FOR UX: BRAINSTORMING AND COLLABORATION LinkedIn, September 2023

CRITICAL THINKING LinkedIn, September 2023

PITCHING YOURSELF FOR OPPORTUNITY LinkedIn, October 2023

TECHNICAL AND DESIGN SKILLS

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

INDUSTRY EXPERIENCE

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

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

FINE ARTS LIBRARY COLLECTION AWARD — Hartwick College — April 1991