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AWARD-WINNING DESIGNER

HUMAN-CENTERED, ACCESSIBILITY & INCLUSIVITY FOCUSED

EXPLORING AI'S CURRENT DESIGN IMPACT with 25+ years of design experience helping people make their ideas into tangible realities.

- 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
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PROFESSIONAL EXPERIENCE

HAMILTONBERCHMAN (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 (June 2016 — April 2023)

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 while 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 experience 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

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

INDUSTRY EXPERIENCE

- Accounting
- Agriculture
- Architecture
- Arts
- Audio
- B2B
- B2C
- B2B2C
- Construction
- Consumer Electronics
- Data Management
- Education
- Finance
- Computer Hardware
- Healthcare
- Insurance
- Legal
- Management
- Medical Devices
- Motion Pictures
- Motor Vehicles
- Newspapers
- Performing Arts
- 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

FINE ARTS LIBRARY COLLECTION AWARD — Hartwick College — April 1991