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AWARD-WINNING DESIGNER

HUMAN-CENTERED | ACCESSIBLE & INCLUSIVE FOCUSED

AWARD-WINNING EXECUTIVE-LEVEL DESIGNER EXPLORING AI'S CURRENT DESIGN IMPACT

with 25+ years of design experience helping people create and use digital experiences from their ideas for themselves or their businesses across dozens of business types and industries.

- 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 was involved in over 1,000 successful digital projects: websites, mobile and desktop applications, e-mail campaigns, branding, and marketing initiatives that made a measurable impact and solved client issues. I've worked in many industries: advertising, education, editorial, medical, legal, science, technology, and automotive. 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
- My work has generated millions in revenue for my clients over the past 18 years
- Over 100 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.

- Redesigned the UX onboarding process for all software users—19 steps down to 6
- Researched and created an entirely new suite of user personas based on software analytics
- Designed 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.

- A 2 million dollar auctioneering software refactor—I was the solo designer and researcher
- Millions of contract dollars secured for A+L by providing excellent customer experience
- 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
- Brought in to “save” projects before client dissatisfaction
- Consistently praised by clients for inclusion and professionalism
- Took over design leadership on many large complex projects

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, Analysis, Design Leadership, Coaching, Mentoring, Leadership / C Suite, Marketing, Branding, Documentation, Presentations, Data and Analytics, Storytelling, Visual Layout, Visual Design, Art Direction, Creative Direction, Photography, Typesetting, Graphic Design, Advertising Design, Packaging Design, Editorial Design, Adobe Creative Suite, Figma

SOFT SKILLS

Experience in handling different personalities, Expertise in navigating economic downturns, Skills solving different kinds of problems, Experience managing multiple projects, Experience learning new technologies, Experience in rebounding from failure, Experience working in various teams, Expertise across numerous disciplines, Experience working across cultures, Experience adapting to change, Accumulated business acumen, Proven track record of success, Learnings from past mistakes, In-depth industry experience, Confidence to drive change, Informed decision making, Extensive leadership skills, Effective communication, Emotional intelligence, Relationship building, Maturity (hopefully!), Long-term planning, Retention strategies, Knowledge transfer, Pattern Recognition, Mentoring abilities, Interpersonal Skills, Work-life balance, Transferable skills, Decision-making, Resourcefulness, Strong network, Self-awareness, Team building, Trend analysis, Collaboration, Negotiations, Skill stacking, Resilience, Wisdom

INDUSTRIES WORKED WITHIN

Accounting, Agriculture, Architecture, Arts, Audio, B2B, B2C, B2B2C, Construction, Consumer Electronics, Data Management, Education, Finance, Computer Hardware, Healthcare, Insurance, Legal, Management, Manufacturing, 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

Intuit and Access PR

Design Firm: Access Communications, New York, NY

Designer: Bert Mahoney, Ojai, CA

FINE ARTS LIBRARY COLLECTION AWARD, STEVENS-GERMAN LIBRARY

Hartwick College — Apr 1991

A faculty jury selected my painting from the annual student art exhibition for placement in Hartwick's permanent art collection.

PROFESSIONAL AFFILIATIONS

AGIA — The professional association for design