

JOSEPH BERT MAHONEY

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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 make their ideas real and tangible.

- 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 completed over 1,000 successful digital projects, including websites, apps, branding, and marketing campaigns. I design solutions to solve business problems and have experience leading remote meetings with clients worldwide for 15 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, I focused on solving problems between screens and people. I established a design system and helped launch a new 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 at Art+Logic, I led software design projects, collaborating with remote teams and ensuring on-time delivery. As a vital member of a three-person design team, I honed my skills in deliverable production, remote meeting management, and global client presentations. My pivotal role in discovery and prototyping secured significant 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 enhanced user experience and conversion rates by creating intelligent, responsive digital marketing campaigns. Using custom programming, I tailored email content dynamically based on user behavior, boosting engagement. Employing A/B and multivariate testing on the Salesforce platform, I iteratively improved campaign performance by up to 25%.

- 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 Design, User Interface Design, Artificial Intelligence, AI, Wireframes, Prototypes, HTML, CSS, JS, React, Vue, Design Systems, Project Management, User Research, Analysis, Design Leadership, Coaching, Mentoring, Marketing, Branding, Documentation, Presentations, Data and Analytics, Storytelling, 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, Skills in solving different kinds of problems, Experience learning new technologies, Experience in rebounding from failure, Experience working in

various teams, Expertise across numerous disciplines, Experience working across cultures, Accumulated business acumen, In-depth industry experience, Confidence to drive change, Extensive leadership skills, Emotional intelligence, Pattern Recognition, Mentoring abilities, Interpersonal Skills, Collaboration, Negotiations, Industry 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

FINE ARTS LIBRARY COLLECTION AWARD — Hartwick College — April 1991

PROFESSIONAL AFFILIATIONS

AGIA — The professional association for design

COACHING

WINNING SOCCER COACH (June 2012 — Present)

- 16 kids — I coached a youth team for five years from the ages of 8 through 13
- **2017 Coast Soccer League Champions**, U10 Boys Bronze Division
- Promoted to Silver Division for the 2018 season
- Three kids are now in their collegiate soccer careers
- 18 kids — I've coached high school boys varsity soccer since 2018
- **2019 CIF Boys Varsity Soccer State Championship Runner's Up**
- Consistent record of improving player performance year after year