

JOSEPH BERT MAHONEY

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Senior / Staff / Lead Product Designer with adept soft skills and extensive industry experience.

OVERVIEW

My years of experience solving design problems at conceptual, strategic, and implementation levels for any digital project, my ability to read, write, and troubleshoot code, and my never-ending curiosity and learning make me a rare designer. I seamlessly bridge the gap between design and development; I'm fluent in the language of both disciplines from my formal education and breadth of experience, and I bring energy and impact to any project. As a systems thinker, I consider interdependencies and trends to build efficient and scalable systems that look to the future. My ability to use visual thinking empowers me to communicate design ideas effectively, helping address customer needs and success. I am easygoing, flexible, collaborative, and unpretentious. I seek a full-time, remote role and would be an asset to any team or company.

PROFESSIONAL EXPERIENCE

LEAD STAFF DESIGNER— COMPLEX PROBLEM SOLVER — UX DESIGN - UED, UI DESIGN - UID, INTERACTION DESIGN - IxD, INFORMATION ARCHITECTURE - IA at *HamiltonBerchman LLC* from January 2005 to the Present

I have participated in hundreds of successful digital projects such as 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 various industries, including advertising, education, editorial, medical, legal, science, technology, and automotive. I design compelling solutions focused on solving well-defined business problems. I have extensive experience communicating with leaders and clients, leading remote meetings with teams and clients worldwide for the past fifteen years.

SENIOR USER EXPERIENCE DESIGNER at *Hatch Early Learning Inc.* from November 2022 to May 2023

As a senior designer inside a product team, my primary focus was solving problems between screens and people. Core to this is finding and defining your target business or user outcome. 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 ideation, which has become a working accelerator in my design process.

USER EXPERIENCE and USER INTERFACE DESIGNER at *Art+Logic, Inc* from June 2016 to April 2022

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. My experience at Art+Logic improved my skills in producing deliverables on schedule, running remote meetings, and presenting to executives and clients worldwide. My discovery and prototype work were instrumental in securing large-scale projects.

SENIOR WEB DESIGNER AND E-MAIL DESIGNER at *AGIA Insurance* from October 2013 to September 2015

I improved user experience and conversion rates by designing more intelligent and responsive digital marketing campaigns. I customized e-mails with custom programming to dynamically change the e-mail based on user behavior, delivering relevant content and increasing engagement by more than 25%. I used A/B, multivariate testing, and design iteration to measure and improve performance.

DIRECTOR OF INTERNET STRATEGY AND SERVICES at *AIGA, Santa Barbara Chapter* from January 2007 to July 2010

I provided web design, development, and strategic consulting for the local chapter of the national design organization AIGA in Santa Barbara, California.

DIRECTOR OF COMMUNICATIONS at *The Thacher School* from March 2000 to June 2005

I was responsible for the creative direction and hands-on design of all web and printed matter produced by the school. I primarily served the interests of the Development, Admission, and Administrative offices on campus, designing and building a wide range of communications materials targeted at their constituent groups. My work included a complete redesign and re-architecture of the school website, the school's primary magazine, The Thacher Notes, and The Parent's Post, a bi-annual parent newsletter. I was also the primary Advisor to "El Archivero," the school's yearbook. I was fortunate to take part in producing six books, each distinct in its design and direction. The kids did the work; I was merely the shepherd.

WEBMASTER at *The Thacher School* from January 1999 to June 2005

Responsible for all facets of the school's website—website design, web development, and strategic planning. Early adoption of video production and delivery on the web in 2000. Designed and developed the first "Toad Blogs," written by students, helping describe campus life from a student perspective.

IT AND PRODUCTION MANAGER, WEB DESIGNER, AND DEVELOPER at *JDA, Inc.* from September 1998 to July 2000

Information Technology Manager, Production Manager, and Primary Web Developer. Managed all company workstations and file servers and produced all digital archives. I designed and developed all client websites and pre-press production for all work leaving the studio. I also set pre-press standards and processes sought by commercial printers for their high level of excellence to distribute to their clients.

EDUCATION

Bachelor of Science in Computer and Information Science at Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration at Hartwick College

SKILLS

UX Design, UI Design, Artificial Intelligence (AI), Wireframes / Wireframing, Prototypes / Prototyping, Programming (HTML, CSS, JS, React, Vue), Design Systems Development, Project Management, Research, Analysis, Leadership, Coaching, Mentoring, Communication with Leadership / C Suite, Customer Interviews, Marketing, Branding, Documentation, Presentations, Data and Analytics, Data collection, Storytelling, Visual Layout, Visual Design, Critique with Colleagues, Art Direction, Creative Direction, Photography, Typesetting, Graphic Design, Advertising Design, Packaging Design.

TOOLKIT

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Figma, Sketch, UXPin, Confluence, Miro, Brackets (HTML, CSS, JS, React), Sourcetree (Version Control), Transmit (SFTP, WebDAV, Cloud), Google Suite, Microsoft Suite, MailChimp, E-mail on Acid, AWS, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Acrobat, ChatGPT, GPT-4, Midjourney, Dall-E2, Crayon AI