

Joseph Mahoney

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SUMMARY

Senior User Interface and User Experience Designer with 18 years of extensive experience in digital projects, including websites, apps, and marketing campaigns. Proven track record of leading design projects, creating user personas, redesigning UX onboarding processes, and establishing design systems. Highly skilled in client communication, remote meeting management, project rescue, and design leadership across healthcare, legal, and financial sectors. Seeking a Senior User Interface and User Experience Designer role to leverage expertise in problem-solving and creativity.

WORK EXPERIENCE

HAMILTONBERCHMAN

Award-Winning, Human-Centered Digital Experience Designer

2005 - Present

- Executes over 1,000 digital projects encompassing websites, apps, branding, and marketing campaigns, providing tailor-made solutions to business problems.
- Achieves recognition for exemplary work on Intuit's internal message and news aggregation website, underscoring a commitment to quality and innovation.
- Generates significant revenue for clients through proficient digital design strategies, reinforcing their market presence and profitability.
- Maintains exceptional communication, consistently keeping clients informed of progress, resulting in over 100 satisfied clients.
- Demonstrates the ability to seamlessly integrate into ongoing projects, assuming design leadership with ease and efficiency.

HATCH EARLY LEARNING INC.

Senior User Experience Designer

Nov 2022 - May 2023

- Streamlined the UX onboarding process, reducing the steps from 19 to 6, enhancing user accessibility and interaction.
- Conducted comprehensive software analytics, resulting in the creation of 12 unique user personas to guide future design decisions.
- Led a rebranding initiative, which included the redesign of the company logo, while also mentoring a junior designer through constructive feedback and guidance.

ART+LOGIC

USER EXPERIENCE and USER INTERFACE DESIGNER

Jun 2016 - Apr 2023

- Orchestrated software design projects, coordinating with remote teams to ensure punctual delivery.
- Functioned as a key figure in the discovery and prototyping process, leading to the procurement of significant projects.
- As the sole designer and researcher, played a crucial role in a \$2 million auctioneering software refactor.
- Garnered high client satisfaction and secured substantial contract dollars through superior customer service and inclusive, professional conduct.

AGIA INSURANCE

Senior Web Designer and E-Mail Designer

Oct 2013 - Sep 2015

- Innovatively heightened user experience and conversion rates by developing responsive digital marketing campaigns, resulting in a 25% surge in campaign performance.
- Successfully managed marketing initiatives for an extensive email subscriber list of 2 million, utilizing custom programming to tailor content based on user behavior, thereby amplifying engagement.

- Provided custom email design, programming, and landing page design for over 20 clients, salvaging projects that were at risk of client dissatisfaction and contributing to revenue generation of \$100,000.

EDUCATION

Hartwick College

Bachelor of Science in Computer and Information Science

Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration

CERTIFICATIONS

PRODUCT-LED CERTIFICATION, Pendo.io	Mar 2023
SKETCHING FOR UX DESIGNERS, LinkedIn	Sep 2023
MIRO FOR UX: BRAINSTORMING AND COLLABORATION, LinkedIn	Sep 2023
CRITICAL THINKING, LinkedIn	Sep 2023
PITCHING YOURSELF FOR OPPORTUNITY, LinkedIn	Oct 2023

SKILLS

User Experience Design • User Interface Design • Artificial Intelligence • 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