

# Joseph Mahoney

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## SUMMARY

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Seasoned UX Designer with 19 years of experience, specializing in enhancing customer experience and e-commerce platforms. Proven track record in leading digital experience design projects, developing comprehensive design systems, and integrating artificial intelligence into design processes. Seeking to leverage expertise in user experience design and cross-functional team leadership in a Senior User Experience Designer role.

## WORK EXPERIENCE

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### HamiltonBerchman

Award-Winning, Human-Centered Lead Digital Experience Designer

2005 - Present

- Completes digital projects such as website design, mobile and desktop application development, email campaigns, and marketing initiatives that resolve client issues effectively.
- Designs solution-oriented strategies that address well-defined business problems, resulting in tangible business improvements.
- Leads remote meetings and collaborates extensively with a diverse range of leaders and clients globally.

### Hatch Early Learning Inc.

Senior User Experience Designer

Nov 2022 - May 2023

- Streamlined user interaction by identifying and addressing key issues, leading to improved product functionality and user experience.
- Developed a comprehensive design system and user personas suite, resulting in a more targeted and efficient redesign of the onboarding process.
- Integrated artificial intelligence into research and creativity processes, resulting in significant acceleration and enhancement of design outcomes.

### Art+Logic Inc.

Senior User Experience and User Interface Designer

Jun 2016 - Apr 2022

- Led design initiatives across multiple teams ranging from 1-16 members, effectively ensuring the successful and timely delivery of software projects.
- Enhanced proficiency in delivering high-quality outputs, conducting remote meetings, and presenting to global executives and clients.
- Played a pivotal role in discovery and prototyping phases, enabling the acquisition of large-scale projects.

### AGIA Insurance

Senior Web Designer and Email Designer

Oct 2013 - Sep 2015

- Enhanced user experience and boosted conversion rates through the design of intuitive and responsive digital marketing campaigns.
- Implemented custom programming for dynamic email customization, resulting in increased user engagement by delivering targeted content.
- Leveraged A/B and multivariate testing, along with design iteration on the Salesforce platform, to continually measure and elevate campaign performance.

## EDUCATION

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Hartwick College

Bachelor of Science in Computer and Information Science

Hartwick College

## SKILLS

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User Experience • User Interface • User-Centered Design • Responsive Design • Artificial Intelligence (AI) • Wireframes / Wireframing • Prototypes / Prototyping • HTML • CSS • Js • React • Vue • Design Systems • Design Leadership • Coaching • Mentoring • Marketing • Branding • Storytelling • Visual Layout • Visual Design • Art Direction • Creative Direction • Photography • Typesetting • Usability • Graphic Design • Advertising Design • Packaging Design • Editorial Design • Interaction Design • Adobe Creative Suite • Figma • Documentation • Presentations • Data and Analytics • Project Management • User Research • UX Design • Competitive Analysis • Prototyping • Stakeholder Consultation • Usability Testing