

Joseph Mahoney

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SUMMARY

Seasoned User Experience Designer with 18 years of experience in creating innovative solutions and wireframes for digital projects. Proven track record in enhancing user friendliness, leading design initiatives, and collaborating effectively with product managers. Expertise in human-centered design principles, comprehensive design systems, and leveraging AI tools for targeted design strategies.

WORK EXPERIENCE

HamiltonBерchman

Award-Winning, Human-Centered Lead Digital Experience Designer

2005 - Present

- Lead the design and execution of over 1,000 digital projects, encompassing websites, applications, and marketing campaigns, resulting in significant business solutions and measurable impacts.
- Utilize human-centered design principles to create effective solutions tailored to address specific business problems, contributing to increased client satisfaction.
- Facilitate remote meetings with global teams and clients, demonstrating strong communication skills and maintaining transparency in project progress.
- Step into and rectify struggling projects, taking over design leadership to successfully deliver digital solutions, evidenced by multiple award-winning projects and significant revenue generation.

Hatch Early Learning Inc.

Senior User Experience Designer

Nov 2022 - May 2023

- Initiated and implemented a comprehensive design system, streamlining the user experience and reducing the onboarding process from 19 steps to a concise 6 steps, enhancing usability for all software users.
- Conducted exhaustive research and leveraged artificial intelligence tools to create 12 unique user personas, fostering a more targeted and effective design strategy based on software analytics.
- Executed a significant rebranding initiative, including the redesign of the company logo, while also mentoring junior designers, offering constructive feedback and fostering team development.

Art+Logic Inc.

Senior User Experience and User Interface Designer

Jun 2016 - Apr 2022

- Led design initiatives across significant projects within the healthcare, legal, and financial sectors, demonstrating a strong ability to manage complex tasks.
- Single-handedly executed the design and research phase for a \$2M auctioneering software refactor, showcasing an impressive ability to work independently and efficiently.
- Employed excellent customer service skills, resulting in the securement of substantial contract values, thus contributing significantly to the company's financial growth.
- Rescued several faltering projects at the discovery stage, preventing client dissatisfaction and maintaining robust professional relationships.

AGIA Insurance

Senior Web Designer and Email Designer

Oct 2013 - Sep 2015

- Enhanced user experience and conversion rates by implementing intelligent and responsive digital marketing campaigns, resulting in a 25% increase in email engagement.
- Developed customized email campaigns utilizing dynamic programming based on user behavior, successfully boosting engagement across a 2 million subscriber base.

- Conducted A/B and multivariate testing using Salesforce, leading to continuous design improvements and over \$100,000 in revenue recovery from previous client dissatisfaction.

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 • UX Design • User Interface • UI Design • Artificial Intelligence (AI) • Wireframes / Wireframing • Prototypes / Prototyping • HTML • CSS • Js • React • Vue • Design Systems • Typesetting • Design Leadership • Coaching • Mentoring • Marketing • Branding • Storytelling • Visual Layout • Visual Design • Art Direction • Creative Direction • Photography • Graphic Design • Advertising Design • Packaging Design • Editorial Design • Adobe Creative Suite • Figma • Documentation • Presentations • Data and Analytics • Project Management • User Research • Collaboration • Conceptualization • Communication