

# Joseph Mahoney

berchman@mac.com | (805) 798-3430 | Ojai, CA | <https://www.linkedin.com/in/bertmahoney>

## SUMMARY

---

Seasoned Lead Digital Experience Designer with 19 years of experience, specializing in human-centered design and strategy. Expertise in enhancing user experience, leading design initiatives, and integrating AI into creative processes. Seeking a Senior UI/UX Human Centered Designer role to leverage a proven track record of delivering tangible business improvements and innovative design solutions.

## WORK EXPERIENCE

---

### HamiltonBерchman

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

---

Hartwick College

Bachelor of Science in Computer and Information Science

Hartwick College

## SKILLS

---

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