

Joseph Mahoney

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

SUMMARY

Seasoned UX professional with 19 years of experience in software development and user-centric design. Expertise in leading digital projects, enhancing user experience, and improving product functionality. Seeking a Staff Architect, User Experience role to leverage strong communication skills and extensive background in UX/UI design.

WORK EXPERIENCE

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

Hartwick College

Bachelor of Science in Computer and Information Science

Hartwick College

Bachelor of Arts in Fine Arts, Painting Concentration

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 • Usability Practices • Problem-solving