

Joseph Mahoney

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SUMMARY

Seasoned Digital Experience Designer with 18 years of experience in UX/UI design and digital marketing. Proven track record in leading successful digital projects, generating significant revenue, and improving user experience. Seeking a Universal role to leverage extensive design leadership skills, ability to handle complex projects, and proficiency in AI and Salesforce platform.

WORK EXPERIENCE

HAMILTONBERCHMAN

Award-Winning, Human-Centered Digital Experience Designer

2005 - Present

- Contribute to over 1,000 successful digital projects, spanning websites, mobile/desktop applications, email campaigns, branding, and marketing initiatives, resulting in significant client problem resolution.
- Design and implement award-winning internal messaging and news aggregation solutions for high-profile clients, such as Intuit.
- Generate substantial client revenue through innovative digital design solutions over an extensive career.
- Maintain a strong track record of client satisfaction, attributed to exceptional communication skills and transparency in progress reporting.
- Demonstrate adaptability in assuming design leadership for ongoing projects.

HATCH EARLY LEARNING INC.

Senior User Experience Designer

Nov 2022 - May 2023

- Streamlined user experience by redesigning the onboarding process, reducing the steps from 19 to 6, enhancing usability for all software users.
- Conducted comprehensive software analytics research, resulting in the creation of 12 distinct user personas, improving targeted user interaction.
- Led a rebranding initiative by redesigning the logo, thereby refreshing and modernizing the product's visual identity.

ART+LOGIC

USER EXPERIENCE and USER INTERFACE DESIGNER

Jun 2016 - Apr 2023

- Led design and research efforts for a \$2 million auctioneering software refactor, reinforcing proficiency in handling high-stakes projects independently.
- Fostered client relations, securing multimillion-dollar contracts through exemplary customer service, demonstrating business acumen and relationship management.
- Entrusted with the turnaround of critical projects to prevent client dissatisfaction, showcasing problem-solving skills and agility in crisis management.
- Received consistent client commendations for professionalism and inclusive practices, while providing design leadership for numerous complex projects across healthcare, legal, and financial sectors.

AGIA INSURANCE

Senior Web Designer and E-Mail Designer

Oct 2013 - Sep 2015

- Enhanced user experience and increased conversion rates through the intelligent design of responsive digital marketing campaigns.
- Utilized custom programming to personalize emails based on user behavior, leading to a 25% increase in engagement and a reach of over 2 million subscribers.

- Delivered custom email and landing page designs for over 20 clients, salvaging projects at risk of client dissatisfaction and contributing to a revenue increment 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 • UX Design • User Interface • UI Design • Artificial Intelligence (AI) • Wireframes / Wireframing • Prototypes / Prototyping • HTML • CSS • Js • React • Vue • Design Systems • Project Management • User Research • Design Leadership • Coaching • Mentoring • Marketing • Branding • Storytelling • Visual Layout • Visual Design • Art Direction • Creative Direction • Photography • Typesetting • Graphic Design • Advertising Design • Packaging Design • Editorial Design • Adobe Creative Suite • Figma • Documentation • Presentations • Data and Analytics