

J Bert Mahoney

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PHONE: (805) 798-3430

LOCATION: Ventura, California

OBJECTIVE

I'm seeking a senior-level design role at an early-stage company that needs design strategy and execution. I'd like to collaborate with founders and cross-functional teams on complex design problems in healthcare, software, or the arts.

SUMMARY

With design experience in eight disciplines across dozens of industries, I specialize in creating responsive, consumer-facing, and transactional campaigns and products. I have a proven track record of collaborating to strategize, develop, and execute design solutions. My expertise includes user experience research, prototyping, and delivering accessible, industry-best practices for any digital product.

EXPERIENCE

HamiltonBerchman

2005 – Present

Senior Digital Experience Designer — Self-Employed Freelancer

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing and incorporated data insights to inform design decisions.

Hatch Early Learning Inc.

November 2022 – May 2023

Senior User Experience Designer

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

Art+Logic Inc.

June 2016 – April 2022

Senior User Experience and User Interface Designer

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

AGIA Insurance

October 2013 – September 2015

Senior Web Designer and Email Designer

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

EDUCATION

Bachelor of Science in **Computer and Information Science**, Hartwick College, Oneonta, New York

Bachelor of Arts in **Fine Arts**, Painting Concentration, Hartwick College, Oneonta, New York

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AWARDS

American Web Design Awards

Graphic Design USA — May 2012

Hartwick College Fine Arts Library Collection Award

Hartwick College — April 1991

PROFESSIONAL EXPERIENCE IN 8 DESIGN DISCIPLINES

- Digital
- Advertising
- Marketing
- Branding
- Packaging
- Educational
- Editorial
- Book

DESIGN EXPERIENCE IN OVER 30 INDUSTRIES

- Accounting
- Agriculture
- Architecture
- Arts
- Audio
- B2B
- B2C
- B2B2C
- Construction
- Consumer Electronics
- Data Management
- Performing Arts
- Education
- Finance
- Computer Hardware
- Healthcare
- Insurance
- Legal
- Management
- Medical Devices
- Motion Pictures
- Motor Vehicles
- Newspapers
- Printing
- Private Investigation
- Professional Services
- Publishing
- Real Estate
- Software
- Surrogacy
- Technology
- Telecommunications
- Scientific Services
- Wholesale Trade

SKILLS

- UX Design
- UI Design
- UC Design
- E-commerce
- Transactional Experiences
- Information Architecture
- Taxonomy
- Wireframes
- Prototypes
- Storyboarding
- Agile
- User Research
- Usability Testing
- Cross-Functional Team Collaboration
- Design Leadership