

J Bert Mahoney

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PHONE: (805) 225-7061

LOCATION: Waterford, New York

OBJECTIVE

Senior designer with over 30 years of experience leading UI/UX modernization, workflow simplification, system refactors, and multidisciplinary collaboration across more than 30 industries. Skilled in translating complex requirements into accessible, user-centered interfaces and providing calm, structured leadership in regulated and compartmentalized environments. Seeking a senior-level role where deep experience in UX design, cross-functional coordination, and system modernization can support organizational transformation.

SUMMARY

Designer with extensive experience across eight design disciplines, specializing in redesigning and modernizing complex software systems in education, healthcare, finance, and technology. Known for delivering accessible, responsive, and elegant solutions while mentoring teams, improving processes, and reducing inefficiency. Frequently the sole designer on major projects — trusted to bring clarity, structure, and consistency to ambiguity-heavy environments.

LEADERSHIP HIGHLIGHTS

- Guided large-scale application refactors, modernizations, and migration projects.
 - Mentored designers, engineers, and cross-functional partners across distributed teams.
 - Established and enforced UI/UX standards and design system methodologies.
 - Coordinated closely with QA teams, engineering leads, and business analysts.
 - Produced time and effort estimates for design, testing, and implementation phases.
 - Led usability testing, workflow evaluations, and iterative improvement cycles.
 - Known for steady, empathetic communication and high-quality documentation.
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CORE SKILLS

Design & UX

User Experience (UX) • User Interface (UI) • Information Architecture • Wireframing • Prototyping • Interaction Design • Responsive Design • Accessibility (WCAG / ADA) • Usability Testing • Storyboarding

Technical & Process

Workflow Design • System Modernization • Application Refactors • Agile Collaboration • QA Coordination • Automated Testing Collaboration • Debug/Troubleshoot Support • Requirements Translation • Design Systems

Cross-Functional & Leadership

Team Mentorship • Standards Enforcement • Stakeholder Communication • Research & Persona Development • Strategic Planning • Documentation • Estimation & Planning

SELECTED MAJOR PROJECTS (Across 30+ Industries)

\$2M Auction Platform Modernization — Art+Logic Inc.

Led the full UX/UI refactor of a legacy auctioneering platform. Delivered a modern, responsive interface and high-fidelity prototypes. Collaborated across time zones with engineering, QA, and project management teams. Resulted in significant new business through improved clarity and customer experience.

Onboarding Reduction: 19 Steps → 6 — Hatch Early Learning

Researched workflows, interviewed users, and redesigned a complex onboarding process, reducing steps by more than two-thirds. Increased engagement and adoption while improving internal support efficiency.

1,000+ Digital Projects Delivered — HamiltonBorchman

Designed and implemented responsive transactional experiences, marketing campaigns, mobile interfaces, and data-heavy systems across industries. Reinforced accessibility, best practices, and long-term maintainability.

Accessibility-Driven Campaign Improvements — AGIA Insurance

Improved digital product performance through A/B testing, analytics, and workflow refinements, increasing conversions by 20% and email engagement by 25%.

PROFESSIONAL EXPERIENCE

HamiltonBorchman — Senior Digital Experience Designer 2005 – Present

- Designed and delivered over 1,000 digital projects, from transactional systems to marketing experiences.
 - Led cross-functional teams to produce accessible, responsive solutions.
 - Conducted user interviews and usability testing to guide design strategy.
 - Provided continuous standards enforcement and documentation.
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Hatch Early Learning Inc. — Senior User Experience Designer 2022 – 2023

- Reduced onboarding complexity from 19 steps to 6 using workflow analysis and iterative prototyping.
 - Used AI tools for research acceleration and creative exploration.
 - Created personas, conducted research, and improved customer satisfaction.
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Art+Logic Inc. — Senior UX/UI Designer 2016 – 2022

- Led a multi-million-dollar software modernization, overseeing prototypes, user flows, and interface design.
 - Collaborated with global engineering teams to ensure alignment, accessibility, and successful delivery.
 - Secured new business through client-facing design leadership.
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AGIA Insurance — Senior Web & Email Designer 2013 – 2015

- Increased conversion rates by 20% through targeted design improvements.
 - Improved email engagement by 25% via content restructuring and UX enhancements.
 - Conducted A/B tests using analytics to improve customer experiences.
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EARLIER EXPERIENCE (SELECTED)

Multiple design roles across publishing, advertising, editorial, technology, consumer products, and professional services. Work included UI/UX design, coding, brand development, print layout, and digital production supporting agencies, software teams, and marketing departments.

EDUCATION

Bachelor of Science, Computer and Information Science — Hartwick College
Bachelor of Arts, Fine Arts (Painting) — Hartwick College

AWARDS

American Web Design Awards — Graphic Design USA

Print Media Service Case Study Award — Dynamic Graphics

Hartwick College Library Art Collection Award

INDUSTRY EXPERIENCE (35+ Sectors)

Technology • Software • Education • Healthcare • Insurance • Legal • Finance • Architecture • Agriculture • Publishing • B2B • B2C • Audio • Data Management • Consumer Electronics • Private Investigation • Real Estate • Scientific Services • Marketing • Editorial • Performing Arts • Printing • Telecommunications • Hardware • Construction • Automotive • Surrogacy • Wholesale Trade • Professional Services • ...and more.