



EXPERT UI DESIGNER AND CERTIFIED UX DEVELOPER IMPROVING CX

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PORTFOLIO

Design/UI: behance.net/timbroadwater
Usability/UX: slideshare.net/TimBroadwater1
Writing: timbroadwater.com

SUMMARY

Content strategy, design thinking, IA, interaction design, prototyping, usability testing, user research, web development, and wireframing are right in my wheelhouse. I'm looking for a challenging work environment without glass ceilings that utilizes my experience, knowledge, and skill set. Areas of interest to me are data visualization, enterprise software usability, and service design.

EXPERIENCE

July 2016 - Present
Coraopolis, PA

DICK'S Sporting Goods

Senior UX Designer

- Plan, execute, and iterate upon interaction design deliverables and research
- Provide mentorship on execution of design deliverables and strategic research
- Engage with project stakeholders to translate business requirements into experiences
- Define, validate, and maintain UX patterns and style guides
- Synthesize/Present qualitative and quantitative data into recommendations and strategy

March 2016 - July 2016
Morgantown, WV

West Virginia University (WVU) Libraries

UX Architect

- Conduct, evaluate, and visualize marketing research/usability testing result data for digital collections, web applications, websites, and services
- Facilitate consultation and data mining with clients and stakeholders
- Oversee the user interface design of the WVU Libraries websites, web applications, digital collections, and other web-based resources

December 2013 - February 2016
Morgantown, WV

WVU Information Technology Services

Front-End Developer / UX Designer

- Content strategy, design, front-end development, and rapid-prototyping of 6 open-source digital collections, 12 responsive websites, and 5 web applications
- Develop web standards for accessibility, performance, SEO, and responsiveness
- Conduct design research for the administration and development of usability testing
- Data visualization of analytics, usability results, and work-flow development for institutional improvement
- Facilitate and manage content audits, website work-groups, and student employees

April 2008 - December 2013
Morgantown, WV

WVU Academic Departments / Units

Web Designer

- Progressive enhancement design of 8 college/school websites, 11 academic department websites, 14 news/information services websites, and 32 office and program websites
- Manage incremental improvement and HTML email facilitation
- Social media marketing strategy for Facebook, Google+, IFTTT, Instagram, QRcodes, Twitter, ShareThis, YouTube, and Wikipedia

August 2005 - March 2006
Wheeling, WV

Wheeling Jesuit University's Center for Educational Technology

Multimedia Designer

- Work with technical writers, public relations, faculty, and programmers
- Design and produce grant-funded minimum viable products and services
- Multimedia asset development for eCurricula, educational software, and web-games

January 2002 - January 2005
Fairmont, WV

International Academy of Design & Technology

Instructor

- Post-Secondary curriculum instruction to associate degree students
- Management/Organization of curriculum development/revisions and faculty in-service

SKILLS

Language / OS Fluency	ActionScript • Android • AngularJS • BlackBerry • CSS3 • CyanogenMod • HTML5 • iOS JavaScript • jQuery • JSON • KML • LESS • Markdown • Microsoft Windows • MySQL • OS X PHP • SASS • XHTML • XML
Management Systems	Adobe Captivate • Adobe Connect • Basecamp • Bitbucket • Blackboard Collaborate Civic CRM • Confluence • Compliance Sheriff • Cornerstone LMS • Camtasia Studio Engine CMS • GitHub • Hydra • JIRA • Joomla • Kentico • Learn 9 • Listserv • phpBB • Pligg SiteImprove • Slate • SOLE • Trello • Wimba Classroom • WordPress • Work Front • Umbraco
Software Applications	Adobe Creative Cloud • Adobe Marketing Cloud • Axure • Concept.ly • CrazyEgg • ForSee Google Adwords • Google Drive • HandBrake • Hodes • Lucidchart • Microsoft Office 365 Microsoft Visual Studio • Newtek LightWave 3D • Oracle VM • Pixate • PageFair • Prezi QuickTime VR • ShareThis • Sublime Text • TechSmith Morae • UserTesting • Vagrant

EDUCATION

January 2013 - November 2015 Savannah, GA	M.F.A. Graphic Design Savanna College of Art & Design	August 1995 - May 2001 Fairmont, WV	B.S. Graphic/Fine Arts B.A. Art Education (K-12) A.S. Commercial Design Fairmont State College
August 2003 - December 2005 Morgantown, WV	M.A. Art West Virginia University		

TEACHING

July 2016 - Present Coraopolis, PA	Accessibility , Dick's Sporting Goods Data Mining , Dick's Sporting Goods Label Auditing , Dick's Sporting Goods
April 2008 - July 2014 Morgantown, WV	Kentico CMS Workshop , West Virginia University School of Public Health SLATE CMS Workshop , Perley Isaac Reed School of Journalism SOLE LMS Workshop , Robert C. Byrd Health Sciences Center Umbraco CMS Workshop , Robert C. Byrd Health Sciences Center
January 2006 - May 2006 Fairmont, WV	GRAP 1100: Graphic Communication Process , Fairmont State University GRAP 2560: Cost Estimating Analysis , Fairmont State University
January 2006 - July 2006 Bridgeport, WV	ITC 131: Introduction to Computers , West Virginia Junior College SPA 132: Spreadsheet Applications , West Virginia Junior College WPS 132: Word Processing Applications , West Virginia Junior College
January 2002 - January 2005 Fairmont, WV	VC 108: Digital Pre-Press , International Academy of Design & Technology VC 110: Multimedia I , International Academy of Design & Technology VC 111/211: Animation I/II , International Academy of Design & Technology VC 207: Graphic Design II , International Academy of Design & Technology

CERTIFICATIONS

UX Cert. (Web Design Specialty) 2016 <i>Nielsen Norman Group, License 1008038</i>
UX Cert. (Mobile Design Specialty) 2015 <i>Nielsen Norman Group, License 1008038</i>
Quality Matters Cert. (Applying the Rubric) 2013 <i>QM Quality Matters</i>
West Virginia Teaching Cert. (Art K-12) 2001 <i>West Virginia Board of Education</i>

RECOGNITION

OUTAuction Artist 2010–2011 <i>Gay & Lesbian Alliance Against Defamation (GLAAD)</i>
Best of the Web Award 2009 <i>Association for Education in Journalism and Mass Communication (AEJMC)</i>
Innovative ETD Award 2006 <i>Networked Digital Library of Theses and Dissertations (NDLTD)</i>
Excellence in Teaching Award 2002–2005 <i>Career Education Corporation (CEC)</i>

STRENGTHS FINDER

Signature Themes Connectedness • Strategic • Achiever • Includer • Ideation

OTHER LINKS

LinkedIn:	linkedin.com/in/timbroadwater
Monster:	beknown.com/timbroadwater