



CERTIFIED UX UNICORN IMPROVING CX

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PORTFOLIO

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

SUMMARY

Over the 20+ years of my career I've developed an expertise in UI Design, Front-End Development, UX Research, and Business Strategy. I'm always looking for a challenging work environment – without glass ceilings – that utilizes my experience, knowledge, and skill set. Current areas of interest to me are data visualization, enterprise software usability, facilitating design thinking, and omnichannel UX.

EXPERIENCE

June 2017 - Present
Morgantown, WV

UX Software Design Engineer

Leidos

- Support solutions for a wide variety of UX design/development/research challenges
- Conduct, facilitate, and participate in user research activities and sprint planning
- Design useful, usable, and desirable enterprise software, systems, products, and services
- Facilitate team understanding of user-centered design and research methodologies
- Employ user data and business requirement solutions in lean UX sprint cycles
- Propose and develop usability direction with audits, style guides, and pattern libraries

July 2016 - June 2017
Coraopolis, PA

Senior UX Designer

DICK'S Sporting Goods

- 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

August 2014 - July 2016
Morgantown, WV

UX Architect

West Virginia University Libraries

- Conduct, evaluate, and visualize marketing research/usability testing result data
- Facilitate consultation and data mining with clients and stakeholders
- UI design, front-end development, and rapid-prototyping of 6 open-source digital collections, 12 responsive websites, 5 web applications, and other web resources
- Align content strategy, library services, and marketing goals with web performance

April 2008 - August 2014
Morgantown, WV

Front-End Developer / UX Designer

West Virginia University

- Develop web standards for accessibility, compatibility, SEO, RESS, and WPO
- Facilitate/manage content audits, website work-groups, and 65 different website projects
- User data visualization and work-flow development for institutional improvement

December 2005 - February 2008
Wheeling, WV

Multimedia Designer

Erma Ora Byrd Center for Educational Technologies

- Design and produce educational grant-funded MVPs and services
- Multimedia asset development for eCurricula, educational software, and web-games

January 2002 - December 2005
Fairmont, WV

Instructor

International Academy of Design and Technology

- Post-Secondary curriculum instruction, development, revision, and faculty in-service for animation, graphic design, and web development

January 2001 - December 2001
Fairmont, WV

Graphic Designer

Times West Virginian

- Advertising consultation and commercial/graphic design for statewide newspaper

SKILLS

Language / OS Fluency

ActionScript • Android • AngularJS • BlackBerry • CSS • CyanogenMod • HTML • iOS
JavaScript • jQuery • JSON • KML • LESS • Markdown • Microsoft Windows • MySQL • OS X
PHP • Polymer • 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
ShareThis • SourceTree • Sublime Text • TechSmith Morae • UserTesting • Vagrant • WebStorm

EDUCATION

January 2013 - November 2015
Savannah, GA

M.F.A. Interactive 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
Greater Pittsburgh Area

SASS Preprocessor, Leidos
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
North-Central West Virginia

GRAP 1100: Graphic Communication Process, Fairmont State University
GRAP 2560: Cost Estimating Analysis, Fairmont State University
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

HCI for UX Design (xPRO) 2019

*Massachusetts Institute of Technology CSAIL,
License 1519140023*

UX Master Certification (UXMC) 2017

Nielsen Norman Group, License 1008038

Interaction Design UX Certification (NNGUXC) 2017

Nielsen Norman Group

Web Design UX Certification (NNGUXC) 2016

Nielsen Norman Group

Mobile Design UX Certification (NNGUXC) 2015

Nielsen Norman Group

Quality Matters Certification (Applying the Rubric) 2013

QM Quality Matters

West Virginia Teaching Certification (Art K-12) 2001

West Virginia Board of Education

STRENGTHS FINDER

Signature Themes

Connectedness • Strategic • Achiever • Includer • Ideation

OTHER LINKS

LinkedIn: [linkedin.com/in/timbroadwater](https://www.linkedin.com/in/timbroadwater)

Speaker Deck: speakerdeck.com/timbroadwater

Twitter: twitter.com/uxbear