Tim Broadwater

Content/Product Strategist,
CX/Graphic/Instructional/UX Designer,
UI Developer, and User Research

Background

Amazon Web Services (AWS)
2 Years 1 Month

Senior Front-End Product Designer
October 2023 - Present (7 Months)

- Redefining the future CX of AWS Global Connectivity and Network Availability
- Forwarding network technology innovation to benefit AWS customers
- Visualizing big data and network performance for network development engineers
- Facilitating networking service teams to design/distribute large-scale products
- Providing front-end development and on-call support for AWS design consoles

Lead UX Designer
April 2022 - Present (2 Years 1 Month)

- Define, craft, and establish the future of customer interaction
- Drive innovation of network technology
- Leverage big data technologies and analytics
- Work in deep partnership with engineers on large-scale distributed systems

Leidos Holdings, Inc.
4 Years 10 Months

Staff UX Software Design Engineer
February 2021 - March 2022 (1 Year 2 Months)

- Devise UX / UCD / UDD strategy for the Leidos agile software factories
- Recruit and develop intern, junior, associate, and senior UX team members
- Project plan and resource manage for a program of UX work
- Coordinate with peer disciplines to lead the organization's usability vision
- Work with business to understand needs and provide solutions from the UX team
- Identify opportunities for creating / improving products, SaaS, and services

Senior UX Software Design Engineer
June 2017 - February 2021 (3 Years 9 Months)

- Create, facilitate, and conduct both qualitative and quantitative user research
- Design usable, valuable, and desirable enterprise software, products, and services
- Facilitate understanding of user-centered design and research methodologies
- Develop prototypes and software with various CSS and front-end frameworks
- Align business and user goal through design solutions in Lean UX sprint cycles
- Propose accessibility, content, instructional design, and usability direction

Senior User Experience Designer

Senior User Experience Designer
July 2016 - June 2017 (1 Year)

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

West Virginia University
8 Years 4 Months

User Experience Architect
August 2014 - July 2016 (2 Years)

- Conduct, evaluate, and visualize marketing research/usability testing result data
- Facilitate consultation and data mining with clients and stakeholders
- Design/front-end development of 23+ digital collections, websites, and web apps
- Align content strategy, library services, and marketing goals with web performance
- Conduct design research and development of usability testing

User Experience Designer
April 2008 - August 2014 (6 Years 5 Months)

- Develop/maintain web standards for accessibility, SEO, sustainability, etc.
- Facilitate and manage content audits, website work-groups, and other employees
- Progressive design of 60+ college, department, service, and program websites
- Manage incremental improvement and HTML email facilitation
- Social media marketing strategy for Facebook, Google+, Instagram, and more
- Data visualization of analytics, user data, and work-flow data for improvement

Work experience prior to 2008 is available at linkedin.com/in/timbroadwater with publications, recommendations, and skills. Additional portfolio work, scholarly writing, and speaker presentations can be found at www.timbroadwater.com.

Certifications

UX Management: Strategy and Tactics
The Interaction Design Foundation
Issued Jun 2021 / Credential ID 108063-2021-596939

xPRO (Human-Computer Interaction for User Experience Design)
MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)
Issued May 2019

UXMC (UX Masters Certification w/Interaction Design Specialty)
Nielsen Norman Group
Issued May 2017 / Credential ID 1008038

NNGUXC (UX Certification w/Web Design Specialty)
Nielsen Norman Group
Issued May 2016 / Credential ID 1008038

NNGUXC (UX Certification w/Mobile Design Specialty)
Nielsen Norman Group
Issued May 2015 / Credential ID 1008038

Quality Matters Certification (Applying the Rubric)
QM Quality Matters
Issued Aug 2013

WV Teaching Certification (Art K-12)
West Virginia Department of Education
Issued Jun 2001

Education

Savannah College of Art and Design
Master of Fine Arts (MFA), Interactive Design
(2013 - 2015)

West Virginia University
Master of Arts (MA), Art
(2003 - 2005)

Fairmont State College
Bachelor of Arts (BA), Art Education (K-12)
(1995 - 2000)

Fairmont State College
Bachelor of Science (BS), Graphic/Fine Arts
(1995 - 2001)

Fairmont State College
Associate of Science (AS), Commercial Design
(1995 - 2001)

Details

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