

## TIM BROADWATER

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### PROFESSIONAL SUMMARY

Creative and innovative Lead UX (user experience) Designer with 10+ years of experience in product design & strategy, CX (customer experience) design, graphic design, instructional design, UX/UI (user experience/user interface) design, web development & design, and user research methodologies. Additional expertise in content creation, content management, content strategy, social media marketing, data visualization, Agile software methodologies, UX research facilitation, cross-functional collaboration, and project management.

### EXPERIENCE

**Senior Frontend Product Designer (L6/UXD3)** | Amazon Web Services (AWS) | Remote | October 2023—May 2025

- **Redefined the customer experience (CX) of AWS Global Connectivity and Network Availability** by visualizing big data and network performance, enabling engineers to design and optimize large-scale networking products.
- **Defined and established the future of AWS customer interaction** by leveraging artificial intelligence (AI), machine learning (ML), and analytics to enable more informed decisions and improved customer experiences across large-scale systems.

**Lead UX Designer (L5/UXD2)** | Amazon Web Services | Remote (AWS) | April 2022—September 2023

- **Advanced network technology innovation** through front-end development, utilizing design systems, and providing on-call support for AWS design consoles, improving service team efficiency and delivering better outcomes for AWS customers.
- **Drove network technology innovation** in deep partnership with engineers on distributed systems, implemented qualitative and quantitative customer research methodologies, to craft scalable solutions that advanced AWS's performance.

**Staff UX Software Design Engineer** | Leidos | Morgantown, West Virginia (Hybrid) | February 2021—March 2022

- **Devised UX strategies for Leidos agile software factories** while project planning and resource managing programs of UX work, aligning usability vision across peer disciplines, and complying with governmental UCD (user-centered design) and HCI (human-computer interaction) standards.
- **Built and led a multi-level UX team** by recruiting and developing talent, partnering with business stakeholders to deliver solutions, and identifying opportunities to improve products, SaaS (software as a service), and services to increase headcount.

**UX Software Design Engineer** | Leidos | Morgantown, West Virginia (Hybrid) | June 2017—February 2022

- **Led qualitative and quantitative user research** to align business and user goals, facilitating Lean UX sprint cycles and promoting user-centered design methodologies across teams.
- **Designed and prototyped enterprise software, products, and services** using front-end frameworks, while proposing CSS, accessibility, content, and usability improvements to enhance product value and inclusivity.

**Senior UX Designer** | DICK's Sporting Goods | Moon, Pennsylvania (Hybrid) | July 2016—May 2017

- **Planned, executed, and iterated on interaction design deliverables** while engaging stakeholders and customers to translate business requirements into intuitive eCommerce user experiences.
- **Synthesized qualitative and quantitative research into strategic recommendations** and provided guidance on applying UX patterns, accessibility standards, interaction patterns, style guides, and best practices to increase conversion.

**UX Architect (Professional Technologist 3)** | West Virginia University (WVU) Libraries | Morgantown, West Virginia | August 2014—June 2016

- **Conducted and visualized marketing research, usability testing, and focus groups** while consulting with faculty, students, and stakeholders to uncover insights that informed higher education/community library strategy and design.
- **Designed and developed 23+ digital collections, websites, and web apps** by aligning content strategy, library services, and marketing goals with measurable web performance outcomes through user research methodology.

**Instructional Designer/Web Developer (Professional Technologist 2)** | West Virginia University (WVU) | Morgantown, West Virginia | April 2008—July 2014

- **Designed, developed, and maintained designs for web accessibility, SEO, and sustainability** while managing content audits, employee work-groups, and incremental improvements across 60+ college, department, and program websites.
- **Directed digital engagement through design, information architecture (IA), social media strategy, and HTML email campaigns** by leveraging analytics and workflow data visualization to drive continuous improvement.

**Multimedia Designer** | Center for Educational Technologies (CET) | Wheeling, West Virginia (Hybrid) | December 2005—February 2008

- **Collaborated with technical writers, public relations, faculty, and programmers** to design and produce grant-funded minimum viable products and services for educational STEM (science, technology, engineering, and mathematics) software.
- **Developed 2D, 3D, and motion multimedia assets** for eCurricula, educational software, and web-based games, enhancing learning experiences and project outcomes.

**Visual Communication Faculty** | *International Academy of Design and Technology (IADT)* | Fairmont, West Virginia | January 2002—November 2005

- **Instructed post-secondary students in 2D/3D animation, graphic design, and web development**, delivering associate degree curriculum aligned with industry standards.
- **Managed curriculum development, revisions, and faculty in-service training**, ensuring program quality and continuous improvement.

**Graphic Designer** | *The Times West Virginian* | Fairmont, West Virginia | August 2000—December 2001

- **Consulted with clients and newspaper advertising representatives** to develop effective advertising strategies and campaigns for daily publication.
- **Designed and paginated ads, graphics, and layouts** for statewide print-distribution newspapers, enhancing visual appeal and reader engagement.

## EDUCATION

**Master of Fine Arts (MFA) in Graphic Design** | Savannah College of Art and Design (SCAD Online) | 2013—2015

**Master of Arts (MA) in Art** | West Virginia University (WVU) | 2003—2005

**Bachelor of Arts (BA) in Art Education (K-12)** | Fairmont State College | 1995—2001

**Bachelor of Science (BS) in Graphic/Fine Arts** | Fairmont State College | 1995—2001

**Associate of Science (AS) in Commercial Design** | Fairmont State College | 1995—2001

## CERTIFICATIONS

**UX Management: Strategy and Tactics** | The Interaction Design Foundation (IxDF) | June 2021

**xPRO Human-Computer Interaction (HCI) for User Experience (UX) Design** | Massachusetts Institute of Technology (MIT) Computer Science and Artificial Intelligence Laboratory (CSAIL) | May 2019

**UX Masters Certification w/Interaction Design Specialty (UXMC)** | Nielsen Norman Group (NN/g) | May 2017

**UX Certification w/Web Design Specialty (UXC)** | Nielsen Norman Group (NN/g) | May 2016

**UX Certification w/Mobile Design Specialty (UXC)** | Nielsen Norman Group (NN/g) | May 2015

**Instructional Design Rubric Certification** | Quality Matters (QM) | August 2013

## SKILLS

Product Management, Project Planning, Strategic Thinking, Design Management, Workshop Facilitation, Figma, Adobe XD, Axure, InVision, Prototyping, Journey Mapping, Cross-Functional Collaboration, Wireframing, Communication, Presentations, Software Development Life Cycle