

TIM BROADWATER

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timbroadwater.com (portfolio password on request)

PROFESSIONAL SUMMARY

Creative and innovative designer with 10+ years of experience in product/SaaS (software as a service) 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, software development lifecycle, HTML & CSS, cross-functional collaboration, React & Typescript, big data visualization & integration, and project management.

EXPERIENCE

Senior UX Designer | Amazon Web Services (AWS) | Remote | October 2023—May 2025

- **Redefined the customer experience 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.

UX Designer | AWS | Remote | 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 | Remote | 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, WV (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, PA (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 Designer | *West Virginia University (WVU) Libraries* | *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 Designer | *WVU* | *Morgantown, WV* | *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.

Experience prior to 2008, publications, and recommendations at [linkedin.com/in/timbroadwater](https://www.linkedin.com/in/timbroadwater) with portfolio, presentations, and writing at timbroadwater.com.

EDUCATION

- **Master of Fine Arts (MFA) in Graphic Design** | *SCAD (Online)* | *2013—2015*
- **Master of Arts (MA) in Art** | *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* | *June 2021*
- **xPRO HCI UX Design** | *MIT Computer Science & Artificial Intelligence Laboratory* | *May 2019*
- **UX Masters Certification w/Interaction Specialty** | *Nielsen Norman Group* | *May 2017*
- **UX Certification w/Web Design Specialty** | *Nielsen Norman Group* | *May 2016*
- **UX Certification w/Mobile Design Specialty** | *Nielsen Norman Group* | *May 2015*
- **Instructional Design Rubric Certification** | *Quality Matters* | *August 2013*

SKILLS

Microsoft Office, Adobe Creative Cloud, Google Workspace, Figma, Miro, Axure, InVision, LightWave, Asana, Jira, Confluence, UserZoom, UserTesting, Survey Monkey, Qualtrics, Agile, Morae, Blackboard, React, Typescript, Git, Windows, iOS, MacOS, Android, Linux