

DAVID BROSCHINSKY

Director of UX|Design Systems|Accessibility|Enterprise B2B SaaS

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SUMMARY

I help enterprise organizations build design capability that scales—leading teams that ship accessible, system-driven products for millions of users. For over the past 15 years, I've built design practices from scratch at multiple B2B SaaS companies, advancing accessibility maturity while maintaining close partnerships with product, engineering, and executive leadership. I lead through mentorship, design ops, and strategic direction, staying connected to the craft while growing the team's capabilities.

EXPERIENCE

GEP Worldwide – Head of Accessibility and Design Systems – [Location]

2022 – Present

- Led a team of international designers at a global enterprise SaaS company. Served as the UX and accessibility authority across 12 procurement modules. Clients include Fortune 500 companies such as Bank of America, JPMorgan Chase, and Adobe. Joined as the founding design systems leader and built the practice from zero.
- Built the Radiant Design System from zero to 80% product coverage — now supporting 2,300+ monthly users across 7 major releases with 42,000+ design tokens.
- Reduced 6,000+ WCAG violations to 12 in 18 months, advancing accessibility maturity from Stage 1.5 to 2.5 and ensuring EAA 2025 compliance readiness.
- Achieved WCAG 2.2 AA compliance across all 28 design system components. Integrated testing into Figma, Storybook, and Zeroheight. Improved developer handoff efficiency by 56%.
- Built an AI-powered Accessibility Testing Agent using Playwright and Axe. It automatically and continuously detects and flags WCAG issues across the full design system.
- Created a three-gate accessibility approval workflow. Added checkpoints at design review, engineering handoff, and QA. Made accessibility a shared team accountability rather than a final review.
- Mentored four designers into domain owners. Each leads a product area and contributes to shared design system standards, critique culture, and accessibility governance.
- Shifted team reporting from activity summaries to outcome-focused narratives, repositioning design as a strategic investment with executive stakeholders.

HealthEquity – Director of User Experience – [Location]

2019 – 2022

- Directed UX strategy and a cross-functional design team for the largest HSA provider in the United States. Oversaw design across web and mobile products serving over 12 million accounts. Responsible for hiring, mentorship, design culture, and strategic direction.
- Led the vision and redesign of a unified member portal serving 12 million+ HSA, FSA, and HRA accounts. Replaced fragmented legacy experiences with a consistent, scalable product.
- Redesigned account balance, investing, and FSA product scanning flows. Lifted the mobile app average review score from below 3.0 to over 4.5 stars on Apple's App Store and Google Play.
- Defined and evolved the HealthEquity Tyrian Design System. Ensured accessibility, visual consistency, and design-to-engineering efficiency across a multi-product portfolio in a regulated environment.
- Spearheaded a company-wide accessibility initiative, reducing errors per page by 83% across all consumer-facing digital products.

- Mentored distributed UX team members. Coached interns into full-time UX careers. Built team capability across a complex, multi-platform development environment.
- Partnered with product, engineering, and compliance teams to embed UX and accessibility review into development cycles under strict financial services regulatory requirements.

Ivanti – UX Principal Architect – [Location]

2013 – 2018

- Led UX architecture and design for a suite of enterprise IT management products. Designed for global IT operations teams across ITSM, endpoint management, and security. Worked across multiple countries and product lines in agile development cycles.
- Co-led an international UX guild of 16 designers, rebuilding design credibility across product lines and embedding UX into early sprint planning.
- Architected information architecture and interaction models for complex enterprise B2B tools. Designed for technical users who need high information density, precise control, and low cognitive overhead.
- Embedded UX into agile product cycles. Partnered with engineering to ship modular, performant SaaS products used globally across ITSM and endpoint management.
- Introduced user research practices into the product development cycle. Led moderated usability testing, contextual inquiry, and synthesis workflows with IT operations professionals.

Usable Patterns – Principal UX Consultant and Founder – [Location]

2015 – Present

- Founded and operate a UX consulting and publishing practice focused on accessibility, usability, and design systems.
- Produces an active 52-part weekly UX series covering accessibility, usability, and design systems for a practitioner audience.
- Published in Interactions Magazine and Better Software. Referenced in 127+ academic papers. Podcast guest on Infragistics Storyboard and UX Career Tips.
- Provides UX strategy and accessibility consulting to organizations building internal design capability and governance.
- (More experience on request)

SKILLS

LEADERSHIP & STRATEGY

UX Strategy and Vision | Design Team Leadership and Mentorship | Cross-functional Alignment | Design Ops and Rituals | Stakeholder Management | Executive Communication

DESIGN SYSTEMS & ACCESSIBILITY

Design Systems at Scale | Component Libraries | Design Tokens | Accessibility (WCAG 2.2 AA, A11y) | EAA Compliance | ADA Standards | Accessibility Testing

CORE UX DISCIPLINES

Information Architecture (IA) | Interaction Design | Journey Mapping | UX Research and Usability Testing | Design Thinking | Agile Methodologies

DOMAIN EXPERTISE

B2B SaaS and Enterprise Software | AI-Assisted Design Workflows | Conversion Rate Optimization (CRO) | KPI Definition and Measurement

EDUCATION

University of Utah – B.S. Architectural Studies (Emphasis: Computing)

Selected training: Information Design (Edward Tufte) | Passionate Product Owner (Jeff Patton) | Agile and Paper Prototyping (Todd Warfel)

TOOLS & PLATFORMS

Design: Figma | FigJam | Adobe XD | Abstract

Collaboration: Asana | Jira | Confluence

Accessibility: Axe DevTools | JAWS | NVDA | VoiceOver | Playwright

Documentation: Storybook | Zeroheight | TiddlyWiki

Analytics: Amplitude | WalkMe | Qualtrics | WhatIf