David Broschinsky

Accessibility Leadership | *WCAG 2.2 AA* | *Inclusive Design Systems* | *Accessibility Automation*
Salt Lake City, UT | Portfolio: https://www.startide.net/a11y | hire.daveb@startide.net | linkedin.com/in/davebro

PROFESSIONAL SUMMARY

Accessibility and design systems leader with 25+ years of experience in UX. Began an accessibility career at FamilySearch working with blind users, and has tested with JAWS, NVDA, Narrator, and VoiceOver at GEP, HealthEquity, and Ivanti. Built the accessibility program at GEP that took 6,000-plus violations down to fewer than 14, in 18 months. Built an AI-powered accessibility testing agent with Claude Code, Playwright, and Axe. DHS Trusted Tester certified and an IAAP member, with RGAA expertise for French and EU work. Has led teams at seven companies. An early adopter of new technology, building iPhone apps since 2008 and AI-augmented tools today.

SKILLS

Accessibility Program Leadership | WCAG 2.2 AA | Assistive Technology Testing (JAWS, NVDA, Narrator, VoiceOver) | Section 508 Testing (DHS Trusted Tester) | Level Access Tools and Testers with Disabilities | RGAA (French Accessibility Standard) | Accessibility in Design Systems | Accessibility Automation (Playwright and Axe) | Accessibility Governance and Reporting | Usability Testing and Research | Developer and Product Partnership | Team Leadership | Figma | Storybook | Claude Code

EXPERIENCE

User Experience Consultant | Usable Patterns

Feb 2002 – Present | Salt Lake City, UT

- **Consulting on accessibility and usability,** with DHS Trusted Tester certification and hands-on testing with JAWS, NVDA, Narrator, and VoiceOver. Publishes accessibility and usability articles and a 52-part weekly UX tips series.
- **Designing and building a suite of mobile health-tracking apps,** starting with a migraine tracker and growing to diet, sleep, exercise, and glucose logs. One shared core powers every app, and the apps are planned to connect to Apple Health and Google Health Connect and are built with AI-assisted development.
- **Founded the Usable Patterns UX consulting** and Becoming UX coaching and mentoring practices.
- **Presented at Agile2008 and Agile Roots 2009,** and has been referenced in over 127 academic papers.
- **Co-designed and built two mobile apps,** one published in the App Store, after joining Apple's developer program in 2008.

Head of Accessibility and Design Systems | GEP Worldwide: Enterprise Procurement SaaS

Nov 2022 – Jun 2026 | Clark, NJ | Remote

Joined a platform whose accessibility problems had Fortune 500 clients asking hard questions. Triaged the worst of it, then built the design systems and accessibility function that stopped new problems from piling up.

- **Built the accessibility program end to end.** A 200+ item WCAG 2.2 AA checklist and a three-gate approval process, plus a four-phase workflow that runs from pre-development to post-release monitoring. All of it is built into development pipelines.
- **Took 6,000-plus accessibility violations down to fewer than 14, in 18 months,** making quality a shared standard instead of a late-stage check.
- **Built an AI-powered accessibility testing agent with Claude Code, Playwright, and Axe,** with Storybook and AI-driven test prompts for grid controls. The team adopted it into daily work and design review.
- **Built accessibility into the design system.** Radiant has 80+ components and 42,000+ design tokens. Components such as an HTML dialog have accessibility built in.
- **Tested with real assistive technology.** Regular testing with JAWS, NVDA, Narrator, and VoiceOver, plus some Level Access work. Wrote outcome-focused reporting templates.
- **Changed what got built.** Translated regulatory requirements into roadmap priorities that product and engineering leadership acted on.

Director of User Experience | HealthEquity: Largest HSA Custodian in the US

Mar 2019 – Nov 2022 | Draper, UT

Directed design as HealthEquity grew through acquisitions, including WageWorks, Luum, and Further, plus several HSA portfolios. Pulled the inherited products together into one member experience for over 12 million accounts.

- **Led a company-wide accessibility effort** that cut errors per page across our consumer-facing products. Worked with Level Access, using its tools and its testers with disabilities.
- **Led design for a platform with over 12 million accounts.** Led the vision and redesign of a unified member portal, bringing HealthEquity and WageWorks together after the acquisition.
- **Defined the HealthEquity Tyrian Design System** to keep a complex, regulated product consistent across teams.
- **Embedded research into the product cycle,** using usability testing and personas built from direct interviews to guide design decisions.
- **Improved the mobile app.** Lifted the app store review score from 2.5 to 4.4 stars.

UX Principal and Manager | Ivanti: Enterprise IT Management

Jun 2014 – Mar 2019 | South Jordan, UT

Returned to Ivanti to rebuild trust in a design team that development and product teams had learned to ignore. Research findings and designs they could understand got those teams listening and moving forward.

- **Co-led a design team of 16 practitioners across India, the United Kingdom, Poland, the Netherlands, and Romania.** Provided direction, critique, and career development support.
- **Made the handoff between localization and UX smooth** across more than 15 languages.
- **Work here is referenced in the Contextual Design books by Karen Holtzblatt et al.,** recognizing the depth of the team's workflow research practice.
- **Designed the UX for Ivanti's Patch Tuesday security scorecard,** turning complex risk data into a rating people could trust and act on.

EARLIER EXPERIENCE

Senior UX Designer, then UX Manager | FamilySearch, Lehi, UT | 2011–2014
Led a complete page redesign and launch for a site averaging over 5 million daily page views at the time. Began accessibility work here with blind users reading a family tree drawn in a browser canvas.

UX Designer | DISH Digital, Lehi, UT | 2014
Contributed research and design with the team on a product that won CES Best of Show.

Principal Research Analyst | Gartner, Stamford, CT | 2010–2011
Manager, Product Usability and Design | Burton Group, A Gartner Company, Midvale, UT | 2007–2010
Senior Software Engineer, Usability and Interface Design | Navitaire, Salt Lake City, UT | 2006–2007
Senior Human Factors Engineer | LANDesk Software, South Jordan, UT | 2003–2006
Business Analyst | Buyer's Fund, Lehi, UT | 2002–2003
Product Manager / Senior Designer | Primavera Systems, Philadelphia, PA | 1994–2002

EDUCATION AND CERTIFICATIONS

B.S. Architectural Studies (Emphasis: Computing) | University of Utah
DHS Trusted Tester Certification, 2026 | CPACC (In Progress) | IAAP Member