David Broschinsky

Director, Design | Healthcare and Regulated Products | Design Systems | Accessibility
Salt Lake City, UT | Portfolio: https://www.startide.net/healthcare | hire.daveb@startide.net | linkedin.com/in/davebro

PROFESSIONAL SUMMARY

Design leader with 25+ years of experience, including directing design for a regulated healthcare benefits platform with over 12 million member accounts. Led the redesign of a unified member portal after the HealthEquity and WageWorks acquisition. Helped redesign the mobile app, which lifted its review score from 2.5 to 4.4 stars. Defined the Tyrian Design System and spearheaded the Radiant Design System (80+ components, 42,000+ design tokens). Took 6,000-plus accessibility violations down to fewer than 14, in 18 months. Has led teams at seven companies. An early adopter of new technology, building iPhone apps since 2008 and AI-augmented tools today.

SKILLS

Healthcare and Member Experience | Regulated Product Design | Design System Architecture and Governance | Workflow Design and Process Redesign | Accessibility (WCAG 2.2 AA) | Enterprise Product Design | Research-Led Design | Cross-Functional Partnership (Product and Engineering) | Team Leadership | Figma | Storybook | Claude Code | Playwright and Axe

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 system and the standards.** Spearheaded the Radiant Design System with a team. It has 80+ components and 42,000+ design tokens. It covers 80% of product features and draws 2,300+ monthly page views.
- **Set the standards and review cadence from day one.** A brand-new system became the default way the team worked, and developer handoff efficiency improved by 56%.
- **Built an AI-powered testing agent with Claude Code, Playwright, and Axe.** The team adopted it into daily work and design review.
- **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 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.
- **Connected design to the teams around it.** Shared sites and file-tracking processes kept design, development, and product on the same page.

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 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.
- **Improved the mobile app.** Helped redesign how members check balances, invest, and scan for eligible FSA products. Lifted the app store review score from 2.5 to 4.4 stars.
- **Led a company-wide accessibility effort** that cut errors per page across our consumer-facing products.
- **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.

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.
- **Helped design Ivanti's first chat agent.** It took requests for equipment and tech support and sent them to the IT team as structured tickets in Ivanti's IT management software.
- **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.

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