David Broschinsky

Research and Design Leadership | *Personas and Journey Mapping* | *Usability Testing*
Salt Lake City, UT | Portfolio: https://www.startide.net/research | hire.daveb@startide.net | linkedin.com/in/davebro

PROFESSIONAL SUMMARY

Research and design leader with 25+ years of experience grounding product decisions in how people actually work. Hands-on practitioner of interviews, personas, journey mapping, and affinity diagramming. Keeps personas fresh by building them from direct interviews. Has managed researchers directly at GEP, HealthEquity, and Ivanti. Interviewed more than 50 users a year at Ivanti, where the work is referenced in the Contextual Design books. Referenced in over 127 academic papers and has presented at Agile2008 and Agile Roots 2009. Has led teams at seven companies. An early adopter of new technology, building iPhone apps since 2008 and AI-augmented tools today.

SKILLS

Research Leadership and Team Management | User Interviews | Personas and Journey Mapping | Affinity Diagramming and Synthesis | Usability Testing | Workflow Research | Research-Led Design Strategy | Stakeholder and Executive Communication | Cross-Functional Partnership | Accessibility (WCAG 2.2 AA) | Figma

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.

- **Changed what got built.** Translated regulatory requirements into roadmap priorities that product and engineering leadership acted on.
- **Coached designers into owners of whole product areas,** moving four team members into full ownership of a product domain.
- **Spearheaded the Radiant Design System with a team.** It has 80+ components and 42,000+ design tokens and draws 2,300+ monthly page views.
- **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.

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.

- **Embedded research into the product cycle,** using usability testing and personas built from direct interviews to guide design decisions.

- **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.
- **Led a company-wide accessibility effort** that cut errors per page across our consumer-facing products.
- **Hired and developed the team,** mentoring six designers and coaching four interns into full-time UX careers.

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.
- **Ran research at company conferences myself,** interviewing more than 50 users a year to ground the roadmap in how people actually worked.
- **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