David Broschinsky

UX Leadership | Design Systems | Accessibility | Research-Led Design

Salt Lake City, UT | Portfolio: https://www.startide.net | hire.daveb@startide.net | linkedin.com/in/davebro

PROFESSIONAL SUMMARY

UX and accessibility leader with 25+ years of experience. Has led teams at seven companies, managed managers and researchers, and coached designers into owners of whole product areas. Built the Radiant Design System (80+ components, 42,000+ design tokens) at GEP and the Tyrian Design System at HealthEquity. Took 6,000-plus accessibility violations down to fewer than 14, in 18 months. Has designed for the public at scale, from a site with over 5 million daily page views to a member portal for over 12 million accounts. An early adopter of new technology, building iPhone apps since 2008 and AI-augmented tools today.

SKILLS

Design Leadership and Team Development | Design Systems and Standards | Accessibility (WCAG 2.2 AA) | Research-Led Design | Product and Interaction Design | Information Architecture | AI-Augmented Design Workflows | Cross-Functional and Executive Partnership | Enterprise SaaS and Regulated Products | Figma | Storybook | Claude Code | Playwright and Axe

EXPERIENCE

User Experience Consultant | Usable Patterns

Jul 2001 – Present | Murray, UT

Refocused a long-running UX consulting practice on accessibility testing and mobile apps.

- **Accessibility audits:** Run WCAG 2.2 AA audits using the W3C's WCAG-EM method, with hands-on testing in JAWS, NVDA, Narrator, VoiceOver, and TalkBack. DHS Trusted Tester certified.
- **Testing tools:** Built an automated accessibility testing agent with Claude Code, axe-core, and WAVE, now running as an MCP server for client audits.
- **Mobile health apps:** Designing and building a suite of health-tracking apps, starting with a migraine tracker and growing to diet, sleep, exercise, and glucose logs. One shared core, planned to connect to Apple Health and Google Health Connect, built with AI-assisted development.
- **Publishing:** Write testing guides and articles, including screen reader cheat sheets and a 52-part weekly UX tips series. Building the site in English and French.
- **Founded the Usable Patterns consulting practice** and Becoming UX, a coaching and mentoring practice.
- **Presented at the Agile Alliance's Agile conference** and at Agile Roots, where Usable Patterns was an original sponsor. Referenced in 127+ academic papers.
- **Mobile since 2008:** Joined Apple's developer program in 2008, the year the App Store opened. Co-designed and built two iPhone apps, one published in the App Store. Also designed a touch interface for a major US wireless carrier's tablet.

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 and kept those clients, 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.

- **Coached designers into owners of whole product areas,** moving four team members into full ownership of a product domain through direct, specific feedback.
- **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.
- **Defined the HealthEquity Tyrian Design System** to keep a complex, regulated product consistent across teams.
- **Led a company-wide accessibility effort** that cut errors per page across our consumer-facing products.
- **Embedded research into the product cycle,** using usability testing and personas built from direct interviews to guide design decisions.
- **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.
- **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.

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