



Timothy **Bardlavens**  
(Bard-leh-vins)

Proficiencies

Agile Methodology  
Scrum Methodology  
HTML/CSS  
UX  
Service Design  
Design Strategy  
User Research  
Interaction Design  
Sketch  
Muse  
Edge Code  
Dreamweaver  
Photoshop  
Illustrator  
InDesign  
Premiere  
Acrobat  
Microsoft Office  
Keynote

Passions

Diversity & Inclusion  
Creative Process  
Design Thinking  
Ethnography  
Micro-Moments  
Design Education  
Creative Writing

Organization

AIGA-DFW  
*Board Member*  
Education //  
Diversity &  
Inclusion Director

Experience

**October 2016–Present**

Sr. Director, Creative & UX  
*BookShout*

Provide strategic leadership across all digital products. Implement new go-forward strategies for website and mobile app UX and UI. Responsible for defining the company vision through the cultivation and leadership of a cross-disciplinary team, which includes Graphic Designers, UX Designers, Information Architects, Front End and Back End Developers. Report directly to the Chief Product Officer and partner with the CEO, Director of Marketing and Director of Sales on the customer and business acquisitions as well as customer operations.

**May 2015–October 2016**

Sr. Digital Art Director  
*Capital One Financial Corp.*

Lead creative strategy within B2B and B2C space for mass media, acquisitions and customer operations as well as a team of Art Directors, Copywriters and Designers. Partnered with Brand Strategists, Project Managers, Developers and other business partners from conception to executing against business strategies. Frequently presented wide range of items to executive leadership, including: creative strategy and concepts, as well as information sessions on Design Thinking, Human-Centered Design and How to Give Creative Feedback.

**March 2014–April 2015**

Sr. Designer  
*Sirona Dental, Inc.*

Lead creative for multiple marketing channels across the company. Developed design concepts and materials that appear digitally and in other marketing channels. Turned marketing strategies into producible materials that meet the communications need of business. Provided creative direction photo- and video-shoots.

**August 2012–February 2014**

Creative Services Manager  
*Omni Property Management & Development*

Implemented marketing strategy, championing quality and innovation, and generated and refined creative solutions. Lead branding and website redesign efforts. Implemented Content Management System to securely store and transfer confidential resident and state documents.



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Experience

**May 2012–August 2012**

Graphics Administrator  
*Jones School Supply*

**January 2009–May 2012**

Graphic Designer  
*Coastal Carolina University*

Education

**Texas A&M - Commerce, TX – Master of Fine Arts, 2018**

Visual Communication

**Adaptive Path – UX Certification, 2016**

Design Strategy | Design Research | Service Design | Interaction Design

**Coastal Carolina University, SC – Bachelor of Arts, 2012**

Graphic Design, Creative Writing Minor