



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

Proficiencies

Agile Methodology
Scrum Methodology
HTML/CSS
UX
Service Design
Design Strategy
User Research
Interaction Design
Sketch
Adobe Creative Cloud
Microsoft Office
Keynote

Passions

Organizational Culture
Creative Process
Design Thinking
Ethnography
Micro-Moments
Design Education
Product Innovation

Experience

February 2017–Present

UX Design & Culture Lead
Microsoft

Lead product design and innovation, user experience and user interaction as it relates to the browser across existing and emerging devices—leading the full-cycle process from vision setting to shipping; not only redefining how users experience the browser, but re-imagining the browser’s capabilities within various search, virtual assistant and enterprise scenarios. Design Lead for cross-company partnerships with Bing, Cortana and Office.

Lead the Studio’s culture team which is responsible for envisioning ideal culture, leading visible change in the organization and modeling team values. Manage a cross-discipline team ranging from ICs to LT to create a structure and strategy for more open communication, transparency, engagement and inclusive frameworks in regards to talent hiring, on-boarding and retention.

October 2016–February 2017

Sr. Director, Creative & UX
BookShout

Lead a team of energized designers and engineers to challenge the online, cross-device reading market through innovative product design and differentiated features. Implemented new product strategies for website and mobile application to improve user purchase and reading experience. Developed branding and product standards, product verticals for B2B customer acquisitions, marketing for customer retention and streamlined processes for e-commerce.

Reported directly to the Chief Product Officer and partnered with the CEO, Director of Marketing and Director of Sales on the customer and business operations.

May 2015–October 2016

Sr. Digital Art Director
Capital One Financial Corp.

Lead an outstanding team of Art Directors, Copywriters and Designers to produce B2C communications for mass media, acquisitions and customer operations. Beyond people management and hands-on design, role included partnering with Brand Strategists, Project Managers, Developers and other cross-business partners leveraging diverse insights to develop creative solutions from conception to execution.

Frequently engaged with executive leadership on creative strategy, design thinking techniques, Human-Centered Design and how to provide creative feedback.



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Experience

March 2014–April 2015

Art Director
Sirona Dental, Inc.

Lead creative for multiple marketing channels inclusive of digital and print mediums. Additionally, developed design concepts and environmental design strategies for large events and trade shows. Collaborated with Marketing manager to develop effective communication strategies. Directed photo and video shoots for large advertising campaigns and partner engagement campaigns.

August 2012–February 2014

Creative Services Manager
Omni Property Management & Development

Developed Brand Identity and marketing strategies . Designed and developed company website, implementing a CMS as well as back-end tools to securely upload, store and transfer confidential documents across multiple properties.

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 Arts

Visual Communication

Adaptive Path – UX Certification

Design Strategy | Design Research | Service Design | Interaction Design

Coastal Carolina University, SC – Bachelor of Arts

Graphic Design, Creative Writing Minor