



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. Close collaboration with PMs and Devs to drive full life-cycle projects from inception (creating strategies, setting goals, developing design principles, to understand feasibility, ideate and conduct research) to execution (reviewing craftsmanship, testing, redlining and reviewing user feedback). Design Lead for cross-company partnerships with entities such as 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.

**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