

Ward Seward, CUA

847.804.3372 · wardseward@gmail.com · [linkedin.com/in/wardseward](https://www.linkedin.com/in/wardseward) · wardseward.com

Senior UX Designer / UX Lead — Usability-led design, AI-accelerated delivery

SUMMARY

UX-focused designer with 25+ years delivering usable, human-centered web experiences across complex, multi-stakeholder environments. Known for usability-first thinking, strong stakeholder partnership, and driving work from requirements through validation. Recently led a product configurator redesign that grew usage 60%+ within the first week, reduced manual quoting from days to minutes, and saved sales teams 10+ hours per month. Now leading UX and UI design for a major productivity platform upgrade. Uses AI-assisted workflows (Claude) to accelerate prototyping and iteration in Vue, TypeScript, GraphQL, and ASP.NET-integrated environments — keeping every decision grounded in user needs.

CORE SKILLS

UX & Design: UX Leadership · Usability Testing · Information Architecture · Interaction Design · Wireframes & Prototyping · Stakeholder Facilitation · Requirements & Workflow Design · Design Systems & Patterns · Accessibility (Section 508) · Cross-functional Delivery

Technical: AI-Assisted Delivery (Claude) · Vue · TypeScript · GraphQL · HTML/CSS · Responsive Design · Drupal · ASP.NET

CERTIFICATIONS

Certified Usability Analyst (CUA)

EXPERIENCE

BirdDog Software Corp — UX/UI Frontend Lead Developer

Dec 2025–Present

- Leading UX and UI design for a major productivity platform upgrade — redesigning Project and Task Management, Project Orders, Order Shipping, and related workflows to dramatically improve application efficiency and user experience.
- Use Claude to accelerate UI development and iteration speed in Vue, TypeScript, and GraphQL; apply usability-focused improvements while partnering closely with product and engineering.

The Caldwell Group, Inc. — UI/UX Designer & Usability Lead

May 2024–Dec 2025

- Led UX/UI and usability improvements for SmartSpec, an online product configurator for crane, rigging, and construction users; Google Analytics showed **+60% usage within the first week** of SmartSpec 2.0 launch, sustained over time.
- Redesigned the configurator into a guided, step-by-step experience — reducing guesswork and errors for both technical users (distributors, engineers) and non-technical customers configuring custom lifting devices.
- Expanded access to non-registered/anonymous users, enabling distributors to share the tool directly with customers and lowering discovery friction.
- Streamlined quote and drawing turnaround from **days or a week+ to minutes** for many configurations.
- Removed manual backend steps through workflow automation, saving sales teams an estimated **10+ hours per month** each on custom specs.
- Delivered a refreshed UI and interaction model; earned strong positive feedback on branding, clarity, and ease of use.
- Managed company web properties in collaboration with internal stakeholders and external vendors.
- Introduced and trained teams on Wrike; designed and deployed an enterprise request intake system serving Marketing, Web, HR, IT, Product Development, and Manufacturing.

Association Management Center — User Experience Lead & Front-End Web Developer

Aug 2016–Aug 2022

Front-end and usability lead for a consulting firm supporting clients in healthcare and construction industries.

- Led UI design and development for a major Customer Management System rebuild serving 13 association clients simultaneously.
- Designed, built, and maintained websites for 10–12 associations; managed projects with both internal clients and external vendors.
- Planned and conducted user research — including user interviews, usability studies, and on-site testing sessions with screen recordings — to validate designs and surface usability issues.
- Facilitated stakeholder and user testing, translating findings into actionable design improvements.
- Championed new tools and processes across the team; led adoption of software improvements that were subsequently embraced company wide.
- Developed and delivered training to senior management on new platforms and processes.

HIMSS / HIMSS Media — Sr. Manager, Web Development

Oct 2013–Jul 2016

Technical and UX lead for a large healthcare IT membership organization supporting annual events with 40,000–45,000+ attendees.

- Managed UX, content, and technical operations for 30+ websites spanning corporate, e-commerce, online registration, marketing, and annual conference/event properties.
- Project managed an international Drupal development team for a full CMS migration across all organizational sites.
- Served as reporting manager for the in-house development team and HTML newsletter staff.
- Partnered cross-functionally to identify opportunities and improve operational strategy across web teams.

HIMSS — Senior Web Designer

Aug 2002–Oct 2013

- Led the conversion of all organizational websites to Web Standards and Accessibility (Section 508 compliance), establishing usability and accessibility as core design standards.
- Created and maintained 12+ websites including corporate, e-commerce, online registration, and annual conference/event sites.
- Developed web solutions in Visual Studio and ASP.NET MVC; managed analytics reporting and performance monitoring.
- Built and maintained highly responsive web applications across multiple industries and environments.

EARLIER EXPERIENCE

Business Logic Corp — Web/Graphic Design Specialist *(Jan 2001–Jun 2002)*

iParenting — Senior Web Designer / Art Director *(Jan 2000–Oct 2000)*

Commonwealth Edison — Webmaster / Designer *(Jun 1999–Jan 2000)*

Morningstar, Inc. — Graphic Designer *(Jun 1995–Jun 1999)*

25+ years of progressive design and UX experience across corporate, e-commerce, financial services, and media. Full history available on request.

EDUCATION

Illinois State University — B.S., Graphic Design *(1991–1995)*