

Ward Seward, CUA

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

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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 AI-accelerated delivery — from early discovery through shipped product.

CORE SKILLS

UX & Design

UX Leadership

Usability Testing

Information Architecture

Interaction Design

Wireframes & Prototyping

Stakeholder Facilitation

Design System Creation

Accessibility (Section 508)

Cross-functional Delivery

Front-End Development

Vue · TypeScript · GraphQL

HTML/CSS · Responsive Design

Drupal · ASP.NET

AI-Accelerated Delivery

Claude — planning, build, debug

CERTIFICATIONS

Certified Usability Analyst (CUA)

Human Factors International — human-centered design and usability methods

EDUCATION

B.S., Graphic Design

Illinois State University · 1991–1995

EXPERIENCE

BirdDog Software Corp — UX/UI Designer & Front-End Developer

Dec 2025–Present

- Created a new, unified design system from the ground up — establishing a consistent visual language across a full enterprise platform rebuild currently underway section by section.
- Redesigned and rebuilt Purchase Orders, Vendor Shipments, Project Management, Time Slips, and related workflows in Vue/TypeScript, improving clarity, consistency, and usability at every step.
- Led UX discussions around usability improvements and new features during the conversion; drove enhancements that went beyond simple tech migration.
- Used AI (Claude) to accelerate planning, front-end development, and debugging throughout — compressing delivery cycles without sacrificing design quality.

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.
- Managed company web properties; introduced Wrike 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.

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