

Matthew Beasley

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Senior User Experience (UX/UI) Designer Profile

Product Design · Project Management · Team Leadership

Talented and experienced professional, driving large-scale projects and creating innovative designs for mobile and web use. Passionate about improving the user's experience when interacting with web products. Manage each phase of UX design projects, including wireframing, persona creation, research, user interviews, and user testing. Demonstrate a keen understanding of UX best practices as well as company requirements, to bring together the goals of the product with the needs of the user. Adept at preparing prototypes from wireframes to high-fidelity designs to support engineering and rapid, successful development. Able to motivate and inspire creative teams to deliver projects under tight deadlines.

Technical proficiencies include Mac and Windows, Adobe Photoshop, Illustrator, InDesign, After Effects, and Sketch, OmniGraffle, Axure, Balsamic, WordPress, JavaScript, PHP/MYSQL, HTML5/CSS3, and LESS/SAS.

Areas of Expertise

- User Process Flows
- User Research
- Development & Sketching
- Wireframing
- Mobile Interaction Design
- User Testing
- Information Architecture
- Task Analysis
- Visual Design
- Human Computer Interaction
- User Experience Design
- Persona Generation
- Surveys & Interviews
- Prototyping
- Training & Development

PROFESSIONAL EXPERIENCE

IBM, NYC & NJ

October 2017 – Present

UX Designer (Contract)

Helped deploy creativity, science and curiosity in equal measure to delightfully guide current and prospective clients through their digital buying journey. Delivered designs that meet measurable criteria, and address changes with flexibility and ease. Ensure there is a consistent, high-quality experience from one end of the client journey to the other. Test method selection, Statistical/qualitative/quantitative analysis, user goals, motivations, work patterns, persona and scenario creation.

EMORY UNIVERSITY, Atlanta, GA

November 2015 – October 2017

Senior Web Designer

Oversee strategic digital experience design for all web, mobile, social media, and merchandise platforms, continually evaluating and developing new areas of expertise across team. Facilitate each project through to completion, ensuring alignment of messaging with cross-functional groups and company branding. Deliver high-level design solutions for intuitive user experiences spanning an array of platforms. Formulate personas, concept models, site maps, process flows, sketches, wireframes, and visual designs. Perform comprehensive research on current and emerging behaviors and needs.

- Steered a comprehensive Emory rebrand of print and digital experiences, breaking through traditional boundaries while defining brand guide, digital patterns, and overall look and feel.
- Revamped Emory's continuing education platform through extensive user research, significantly enhancing and increasing the user experience on site and registration modules.
- Managed website redesign for scholarship endowment strategy, igniting donors and students to deliver increased funding to the University; won Case District III Award for exemplary performance and results.

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- Increased applications and interest through the reconfiguration of the Chandler's admissions website, leveraging enhanced user experience, photography, and storytelling.
- Developed and implemented a more interactive and engaging approach to social media utilizing Snap Chat filters and visually appealing Instagram content.

COX AUTOMOTIVE, Atlanta, GA

October 2014 – November 2015

Senior Regional Designer

Formulated and pitched ad campaigns through digital, print, and social media outlets across over 30 markets for Manheim, Autotrader, and Kelly Blue Book. Coached designers and contract workers through campaign development and ideation. Negotiated and managed all vendor and supplier contracts while fostering solid relationships and remaining within budget.

- Facilitated Manheim in going from stagnant to record numbers within one year leveraging immersive campaigns and by empowering the brand.
- Successfully managed over 60 active campaigns in 30+ markets while retaining design aesthetics and producing significant campaign results.
- Spearheaded and led brand launch for Cox, supporting more than 25 organizations and reengineering brand book, video brand book, and marketing collateral.
- Developed innovative NADA booth for Make My Deal campaign, designing brand in both print and digital media.
- Supported consumer department in creating a fun and interactive user interface (UI) for consumers at NADA to interact with and obtain relevant information.

MINI NIMBUS, Atlanta, GA

March 2013 – October 2014

Creative Director, Digital

Played a key leadership role in the areas of strategy, vision, and new business development and growth, overseeing cross-platform design and advertising projects, including budgeting and departmental productivity and profitability. Steered all aspects of succession planning. Delivered presentations to propose strategic ideas to clients, capturing new accounts.

- Directed and led a high-performance team of five, comprising UX/UI Designers, copywriters, and developers, mentoring and coaching to support career development and drive implementation of best practices.
- Facilitated team of designers and developers in designing a customized shopping cart experience for clothing company.
- Redesigned unique UI for photo therapy interphrase, interviewing stakeholders to create better experience while ensuring a safe system and eliminating mistakes.

Additional experience as a Freelance Designer (January 2008 – Present) and Web Designer & Developer for American Book Company (March 2012 – March 2013) in Atlanta, GA.

EDUCATION

Bachelor of Science, Multimedia Design & Development | DeVry University, 2013
Associate of Applied Science, Media Arts | DeVry University, 2011 | Dean's List, 2009 – 2013

AWARDS

Case District III – Award of Excellence | Rookie of the Year, Outstanding Innovations
Six Sigma White Belt | CSS Award Winner

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