

Matthew Beasley

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Lead 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 wire framing, 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.

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, New York, NY

October 2018 – Present

UX/UI Designer

Executing UX, UI, and interaction design for IBM.com and products within IBM corporate marketing. Collaborating daily with design, product and development teams in an agile environment. Help champion and implement user-centered design methodologies across the web and mobile. Create, organize, and share project style guides, pattern libraries, and asset repositories. Create sketches, wireframes, and mocks to communicate user flows and interactions to engineer, marketing/branding assets and ibm.com websites. Conduct qualitative research, monitor customer sentiment and analytics to make impactful updates.

- Launched new events site for Think 2019, conducted design thinking workshop with stakeholders, two user testing sessions with over 14 participants. Lead the team into a modern approach which used the new design system that had not been released yet. Sketched out a layout that suited best human-centered practices. The site and mobile app were proven to increase overall registration, reduced negative NPS comments, increased engagement and improved the user experience.
- Conducted user research which informed human-centered design decisions that helped shape websites across 120 countries. Improved how countries managed their site by dramatically reducing the time editing and ensuring they stay on brand by implementing them through Drupal CMS.
- Increase engagement rate on the main IBM.com website by 25% in a year by fixing usability issues, implementing changes informed by quantitative and qualitative research. Currently in the process of designing and implementing a custom Watson chatbot and push notifications which I suspect will bring back returning engaged users and reduce bounce rates.

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EMORY UNIVERSITY, Atlanta, GA

November 2015 – October 2018

Senior Digital 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. Interview key stakeholders and audiences while educating on leading industry practices and trends.

- 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.
- 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 National Digital 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.

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.

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

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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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