

# MATTHEW BEASLEY

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## DIGITAL ART DIRECTOR | UX DESIGN

### Focused on Driving Improved User Experiences Through Strategy, Innovation, & Creative Design

Award-winning Creative Director, UX Designer, and Digital Art Director with an accomplished track record of designing and deploying comprehensive web design strategies that consistently achieve client satisfaction, translate product vision, and connect with diverse audiences. Fuse a passion for improving the user's experience with extensive experience leveraging and optimizing creative strategy, project management, and team building initiatives to present pixel-perfect visuals that provide clarity, consistency and maximum communication impact. Innate ability to work independently or in collaboration with a cross-functional team while managing conflicting priorities and urgent timelines in rapidly evolving, fluid markets.

### CORE QUALIFICATIONS

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Creative & Art Direction | Project Management & Execution | Concept Development  
Digital Marketing Tools | SEO Marketing | Brand Development | Consumer Insights | Agile Management  
User Process Flows | Visual Design | Research & Documentation | A/B Testing | Analytics | Prototyping  
Wireframing | Mobile Interaction Design | User Testing | Information Architecture | Persona Generation  
Team Coaching & Training | Cross-Functional Collaboration

### TECHNICAL QUALIFICATIONS

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Sketch | Figma | Invision | Adobe Creative Suite | Illustrator | HTML5 | CSS3 | jQuery  
PHP | JavaScript | After Effects | MySQL | Airtable | Optimizely | Google Analytic Suites | Hotjar

### CAREER HIGHLIGHTS

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- Practice needs assessments and employ a personalized approach to providing UX/UI advisory services for branding and creative strategies as a freelance designer.
- Increased overall user engagement on IBM website by 25% by fixing usability issues and focusing design on human-centered interactions to increase conversions, engage users, and reduce bounce rates.
- Managed and oversaw design thinking workshops and user testing session with 14+ participants to conceive, brainstorm, design, and launch a new events site for Think 2019 and Think 2020 site located at [ibm.com/think](http://ibm.com/think) which resulted in a record number of registrations year over year.
- Championed website redesign and won an award for inspiring donors and student to deliver increased scholarship and endowment funding to Emory University.
- Utilized advanced knowledge of multimedia and social outlets for 30+ markets while managing 60+ active campaigns in support of market positioning and branding for Cox Automotive.

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## PROFESSIONAL EXPERIENCE

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### IBM

#### Lead UX/UI Designer

10/2017 to Present

- Evaluate trends, cultural shifts and behaviors, consumer values, and technical advancements to design directives for UX, UI, and interaction design projects across web and mobile platforms in 120 countries that align with long- and short-term goals encouraging increased user interaction, reducing negative Net Promoter Scores (NPS), and increase brand visibility.
- Articulate with an intuitive business acumen and Six Sigma skills that facilitates lean management processes promoting efficiency, aides in locating/resolving pain points, and allows for effective change management.
- Manage cradle to grave project management processes including, but not limited to, timelines, staffing, brainstorming concepts, developing pitches, and collaborating with stakeholders, developers, producers, and designers to fine-tune sketches, wireframes, presentation decks, prototypes, and mocks to communicate user flows.
- Oversee team member career progression with effecting coaching, motivation, and goal setting techniques that resulted in high productivity and strong morale.
- Hold brainstorming sessions that empower teams to share perceptions, insights, and new ideas which cultivates an environment of creative problem solving, future-facing action planning, and open communications.

#### *Noted Accomplishments:*

- Work in an agile environment to realize conceptual ideations and perform A/B testing to acquire proper variables that drive design strategy to enhance site performance by 250%, increase conversion, and improve user experiences.
- Took the initiative to design and implement stretch assignments including Airtable across imb.com, events, social, brand, advertising, and corporate which synced calendars and encouraged cross-functional collaboration and project participation.
- Design and implement custom Watson chatbot and push notifications to bring back returning engaged users and reduce bounce rates.

### Emory University

#### Senior Digital Designer

11/2015 to 10/2017

- Managed and directed communications plans, differentiation techniques, cultural strategy implementations, design methodologies, and branding proposals for all web, mobile, social media, and merchandise platforms ensuring alignment with the University's mission, goals, and objectives.
- Staged and hosted interviews with key stakeholders, leaders, and colleagues to brainstorm and present the comprehensive rebranding of Emory's multimedia experiences with breakthrough branding guides, new digital patterns, and a seamless appearance to the overall look for all image collateral.
- Directed and oversaw web strategy, design, and coding new sites from scratch and redesign of existing sites including:
  - Emory Seed the Future to inspire increased scholarships and endowment funding to the university
  - The UX, design, and front-end coding for the Emory Library Service Center renowned for its state of the art, climate-controlled facility.

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- The design and development of The Friends of Bobby Jones which is collaborative effort between 3 schools to honor the legacy of Bobby Jones and support scholarships.
  - The UX, design, and front-end development of the Emory President site which facilitated the easy dissemination of communication from the President's office.
  - The redesign, UX, and visuals for the Emory Continuing Education site which encourages individuals to sign up for classes to further their education and professional development.
  - Presented a unique brand personality through art and typography with the design, UX, and front-end coding of the Emory Integrity Project site which is dedicated to strengthening the university's culture.
- Expedited the curation and publication of new content for Chandler's admissions website including, but not limited to, photography and storytelling resulting in an increase in admissions applications.
  - Encouraged productivity, strategic thinking, and accountability from all team members.

## **Cox Automotive**

### **Senior National Digital Designer**

10/2014 to 11/2015

- Brainstormed and developed design concepts for Manheim, Autotrader, and Kelly Blue Book based on their identified needs turning around stagnant and underperforming ideations into concepts that produced record numbers within 1 year.
- Spearheaded new vision for marketing campaigns and marketing/art designs in the creation of marketing materials and collateral.
- Researched and analyzed market trends and audience insights to lead integrated and disruptive marketing and branding strategies that connected with consumers' needs, emotions, and values.
- Applied strong communications, presentation, and writing skillsets to educate personnel on brand identity guidelines and consumer engagement tactics.

## **Mini Nimbus**

### **Digital Creative Director**

03/2013 to 10/2014

- Designed and produced all in-house marketing and advertising materials to ensure sales and profitability and drive brand identity and loyalty.
- Fastidiously managed day-to-day operations including budgeting, departmental productivity, and overall profitability.
- Articulated strategic ideas and new vision to clients resulting in the capture of new accounts.
- Coached and mentored a creative team consisting of 2 designers, content writers, 4 developers with effective training and performance evaluations to consistently exceed expectations and led them through the successful conclusion of high-profile projects including, but not limited to, farewell art for the celebrity group Outkast, creative projects for Tameka Raymond, and life-changing healthcare software.
- Utilized advanced communications skills and immersive product/service knowledge to present proposals and pitches to clients.

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## **EDUCATION & CREDENTIALS**

**Bachelor of Science in Multimedia Design & Development** | DeVry University | Dean's List

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**Associate of Applied Science in Media Arts** | DeVry University | *Dean's List*

**Six Sigma White Belt**

## **AWARDS & RECOGNITION**

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Case District III Award of Excellence | Rookie of the Year – Outstanding Innovations | CSS Award Winner  
Design Thinking Practitioner

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