

Matthew Beasley

Product Designer | UX Designer | User Researcher

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Education

Associate of Applied Science in
Media Arts 2011, DeVry
University, Dean's List

Bachelor of Science in
Multimedia Design &
Development 2013, DeVry
University, Dean's List

Certifications

Enterprise Design Thinking
Co-Creator
IBM, Feb. 2021

Enterprise Design Thinking -
Team Essentials for AI
IBM, Jan. 2021

UX Management: Strategy and
Tactics. IDF Jan. 2021

Human-Computer Interaction,
IDF Dec. 2020

Agile Explorer, IBM Dec. 2020

Advancing Accessibility, IBM
Feb. 2019

Considerations for Disability
Inclusion, IBM Feb. 2019

Cognitive Practitioner, IBM Feb.
2019

IBM Design Thinking
Practitioner, IBM Feb. 2018

Profile

Award-winning Product Designer, UX Designer, and User Researcher 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.

Key skills

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

Technical skills

Sketch | Figma | Framer | Axure | Invision | Adobe Creative Suite | Illustrator |
HTML5 | CSS3 | jQuery | PHP | JavaScript | After Effects | MySQL | Airtable |
Optimizely | Google Analytic Suites | Hotjar | Usabilla | User Zoom | User Testing

Career Highlights

➤ Increased NPS by 30% in four months on the ibm.com home page by practicing user research and human-centered design.

➤ Increased overall user engagement on the IBM website by 25% by fixing usability issues and focusing design on human-centered interactions to increase conversions, engage users and reduce bounce rates.

Continued...

Matthew Beasley

Certifications (continued)

Six Sigma White Belt, Six Sigma Management by Dr. Mikel Harry

Memberships

The Interaction Design Foundation, Member

User Experience Professionals Association, Member

➤ Lead user experience efforts in converting IBM's flagship conference Think2020 into a digital-only event in a few months which resulted in positive NPS.

➤ Practice needs assessments and employ a personalized approach to providing UX/UI advisory services for branding and creative strategies as a freelance designer.

➤ 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 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.

Work experience

User Research & Design - CIO Design

IBM, Remote Raleigh, NC | July 2020 - present

Provides user research and ux design to create a productive environment for IBM's 365,000 worldwide employees. Lead with human centered design to drive simplicity and ease of use, engineering the systems that run the business, and innovating to transform the business.

➤ Part of the strategy team for Workforce Impact Team (WIT) providing research to uncover painpoints 350,000+ IBMers are experiencing with internal tools. Provides recommendations to executive team on ways to fix urgent issues among products. Artifacts include, journey maps, golden threads, detailed point system break down, and prototypes.

➤ Lead User Research & Designer for BluePages and CV Builder product. Providing usability research, NPS comment analysis, UX design to assist visual design team on the redesign.

UX/UI Designer - Corporate Marketing

IBM, New York | Oct. 2017 - Jul. 2020

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 userinteraction, reducing negative Net Promoter Scores (NPS), and increase brand visibility.

Continued...

- 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.

Senior Digital Design - Communications & Public Affairs

Emory University, Georgia | Nov. 2015 - Oct. 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:
 - o Emory Seed the Future to inspire increased scholarships and endowment funding to the university
 - o The UX, design, and front-end coding for the Emory Library Service Center renowned for its state of the art, climate-controlled facility. 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.
 - o The UX, design, and front-end development of the Emory President site which facilitated the easy dissemination of communication from the President's office.
 - o 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.
 - o Presented a unique brand personality through art and typography with the design, UX, and frontend 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

Senior Designer - Corporate Marketing

Cox Automotive Inc., Georgia | Oct. 2014 - Nov. 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.

Creative Director - Corporate Marketing

Mini Nimbus, Georgia | Mar. 2013 - Oct. 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.