

# Coty Beasley

## Product + Design Leader

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**Website:** [coty.design](http://coty.design)

### PROFESSIONAL PROFILE

- Cross-functional, end-to-end product experience with a background in design and front-end development
- Career experience in startups, enterprise, consulting, small business, and self-employment
- 10+ years of digital product experience in technical, visual, strategic, and management roles
- Managed cross-discipline teams of up to 20 members various times over 10 years (eng, design, business)

#### DESIGN

- Interface / UX Design
- Design Team Management
- Design Systems
- Prototyping
- Cross-Team Process

#### STRATEGY/RESEARCH

- Product Vision
- Product Management
- Product Operations
- User Research
- Executive Team Navigation

#### DEVELOPMENT

- Comp Sci Background
- Git / VCS
- HTML / CSS / SASS
- Polymer / Vue / Ember
- Arduino/IoT Hardware

### RECENT EXPERIENCE

#### Head of Product & Design at Underline (Infratech) | 2019-Present

Responsible for all interface design, product strategy, and branding strategy. As a founding member, responsibilities are broad and related to MVP creation, product-market-fit, building up foundational data and analysis capabilities, developing multi-sided-marketplace relations, and end-to-end user experience across all company channels and endeavors.

#### VP of Product at Neighborly Networks (Infratech) | 2019

Responsible for all design, product management, marketing, and engineering personnel working on our consumer-facing applications. As a member of the executive staff, my roles involve defining the product strategy for the company, building process and personal advancement within teams, and working to deliver quality experiences across everything the company undertakes.

#### Director of Product Design at Neighborly Corp. (Fintech) | 2017-2019

Responsible for all design members and tooling, including the design and brand systems and front-end UI system. I also led product initiatives as a PM managing engineering, design, business, and compliance folks, developing iterative features as well as 0-1 products for launch. Many of the business and product strategy decisions at the company fell to me as I worked closely with the executive staff to determine direction.

**MORE WORK HISTORY** - [linkedin.com/in/cbeasley0](https://www.linkedin.com/in/cbeasley0)

**COMMON TOOLS** - Figma, Adobe CC, Framer, Mapbox, Cinema 4D + After Effects