

Coty Beasley

designer web / print / ui / ux / brand / product
front-end developer html / css / javascript
entrepreneur early-stage startup products

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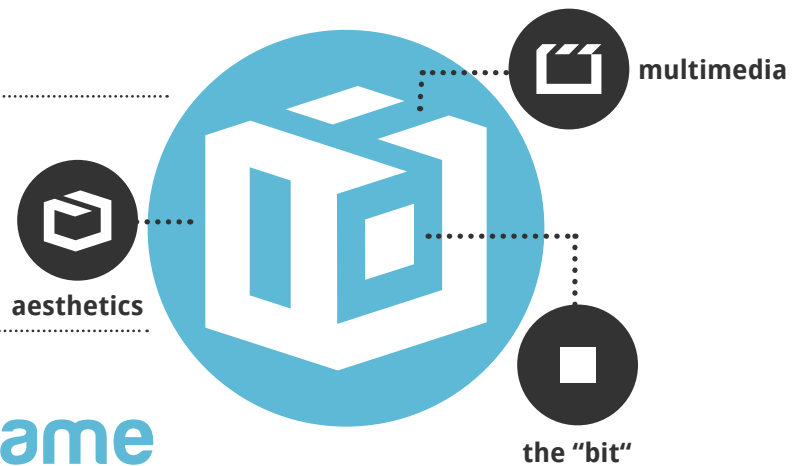
I'm currently looking for - engaging full-time and contract opportunities with new technologies

Design should be deliberate.

The anatomy of the Coty Beasley logo (the "cube"):

multimedia - interactive and engaging.
aesthetics - scientific visual engineering.
the "bit" - digital blocks built into systems.

The logo was inspired from the official html5 classes at w3.org/html/logo/#the-technology.



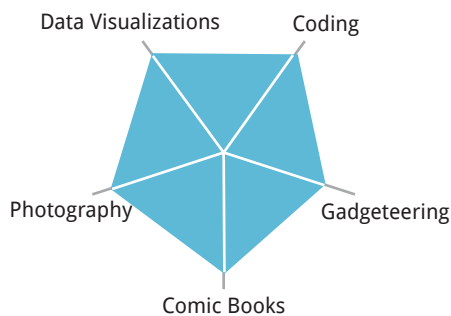
for more info, please visit
<http://cotybeasley.name>

A Note on UX

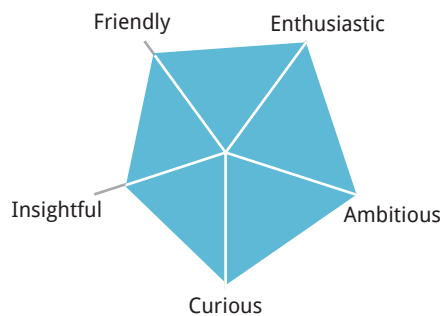
The common thread throughout my work is a user-centric approach to problem solving. Touchpoints are recognized and designed around, optimizing all interactions and technological layers in between.

A designer must balance business objectives with the expectations of the user, then exceed them positively.

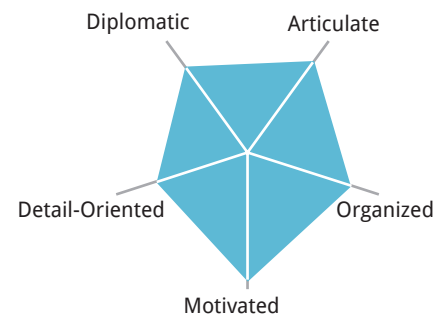
Interests what I like to do



Character my personality



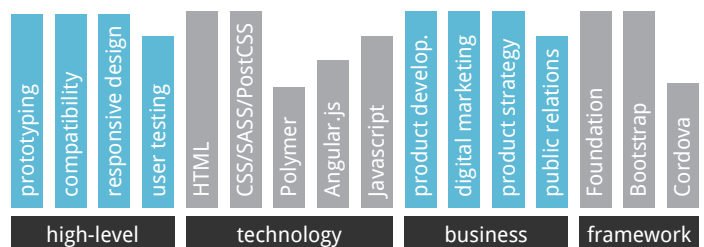
Professional my mindset



Personality Snapshot (crystalknows.com)

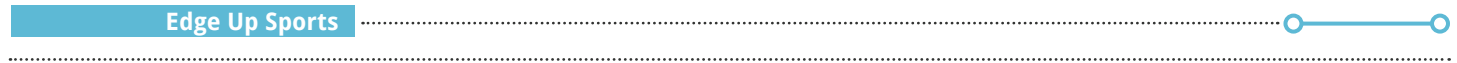
"Coty is logical, inventive, craves tough problems to solve, and gets bored easily."

Snapshot of Technical Expertise

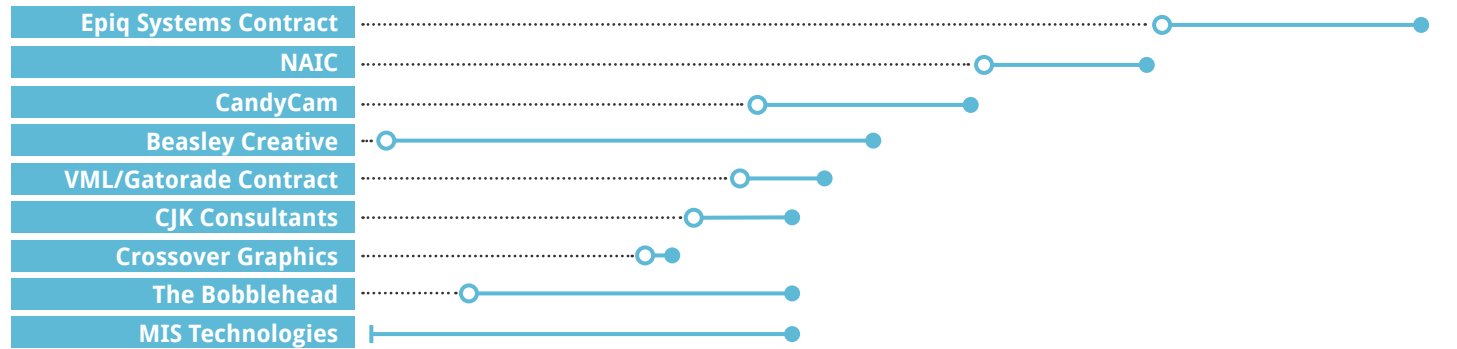


Visual Timeline of Experience

Work Experience (Present)



Work Experience (Past)



Educational Experience



2009 2010 2011 2012 2013 2014 2015 2016

Experience Details

Edge Up Sports - CoFounder/Chief Experience Officer

February 2015 - Present

Company Description - Edge Up Sports is a big data company, specializing in NFL insights, player predictions, and various forms of analysis. As an IBM Watson partner, Edge Up uses bleeding technologies such as cognitive computing, machine learning, and social media analysis.

Responsibilities - Roles include branding and identity development, ethnographic studies, UI development, UX considerations for all stakeholders, multimedia creation, and product strategy.

Epiq Systems (Contract) - UX Ecosystem Designer

October 2014 - May 2016

Company Description - Epiq Systems is a global provider of solutions for electronic discovery, bankruptcy and class action administration.

Responsibilities - Responsible for auditing existing products, implementing analytics, testing various features, rapid prototyping, and strategy.

National Association of Insurance Commissioners - Sr. UX Design Engineer

November 2013 - October 2014

Company Description - The NAIC supports insurance regulators by protecting and educating consumers, modeling progressive legislation, and creating tools that facilitate foundational operations for the insurance industry.

Responsibilities - Creating usable interfaces that simplify complex systems and processes for end users. Other roles include defining business objectives, creating working prototypes, conducting user research, sketching wireframes, content creation, information architecture, creating various multimedia, cross-browser and cross-device testing, educating staff members, and developing documentation and interface standards.

CandyCam Multimedia Robotics - CoFounder/Chief Design Officer

January 2012 - December 2013

Company Description - CandyCam creates products that help filmmakers capture compelling footage using various interface mechanisms.

Responsibilities - Oversees all marketing and product strategy as well as public facing imagery, branding, and interface UX.

Experience Details**Beasley Creative - Owner and CEO****July 2009 - July 2013**

Company Description - Full service UX agency, specializing in interaction, branding and identity, illustration, data visualization, and web.

Responsibilities - Business development, day-to-day management, marketing strategy, project management, sales, positioning strategy, PR, process development, high level modeling using lean UX approaches, prototyping, front-end development, illustration, photography.

VML/Gatorade (Contract) - UX Architect**June 2012 - August 2012**

Company Description - VML is an international marketing agency. I worked on the Gatorade account creating a web application targeting high school students that tracked workouts and allowed for collaboration with a global social network of peers.

Responsibilities - UX for interface design, interaction design, social strategy, research, and technical specification strategy.

CJK Consultants - Consultant and Front-End Developer**December 2010 - December 2011**

Company Description - Full service development group.

Responsibilities - Establishment of cross-browser compatibility workflow, existing site refactoring, performance enhancement and optimization, specification creation, project management, staff education.

Crossover Graphics - Technical Account Manager**July 2010 - October 2010**

Company Description - Full-service design agency, specializing in print and web.

Responsibilities - Internal infrastructure development, process and workflow development, account management, web development, high level modeling and project strategy including wireframing and sketching.

The Bobblehead - Webmaster, Consultant, Creative Director**September 2008 - December 2011**

Company Description - Promotions company specializing in bobblehead creation.

Responsibilities - Web development, marketing strategy, branding and identity, product development, PR and exposure, SEO, server maintenance, infrastructure development and strategy.

MIS Technologies - Webmaster, Consultant, Creative Marketing Manager**September 2007 - December 2011**

Company Description - Audio visual integration specialist catering to educational, commercial, and public sectors.

Responsibilities - Control surface design and programming, marketing strategy, web development, product strategy and positioning, UX for product lines, company face, and vendor-partners, general asset generation.

Recent Awards - For More, See LinkedIn**NASA International Space Apps Hackathon - Finalist for "Most Galactic Impact"****May 2014**

Description - A two-day hackathon where teams of technologists, scientists, designers, artists, educators, entrepreneurs, developers and students across the globe collaborate and engage with publicly available data to design innovative solutions for global challenges.

Responsibilities - Product vision, application design, interface development, photography, industrial design, branding, and device testing

Compute Midwest's "Most Technically Challenging" Application, PitchBack**October 2013**

Description - A regional hackathon with the end goal of building interesting applications in 48 hours. PitchBack was created to help presenters connect with their audiences by providing a way to collect feedback during presentations. It featured realtime presenter control of presentation from any internet connected device while automatically advancing slides on all audience member devices looking at the app in real time.

Responsibilities - Project idea and scope, information architecture, branding, front-end development, visual design, and device testing.