Coty Beasley

designer web / print / ui / ux / brand / product
front-end developer html5 / css3 / jscript
entrepreneur in the kc startup community

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linkedin linkd.in/cotybeasley
behance behance.net/beacrea
twitter twitter.com/beacrea

I'm currently looking for - various opportunities and engaging in the local community.

Design should be deliberate.
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.
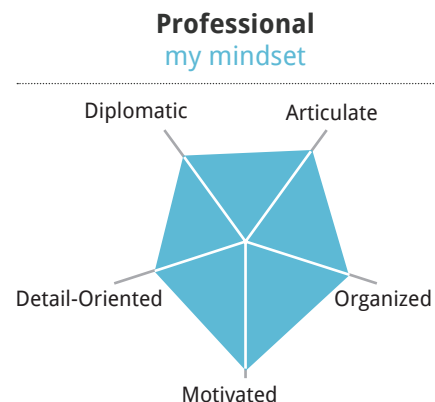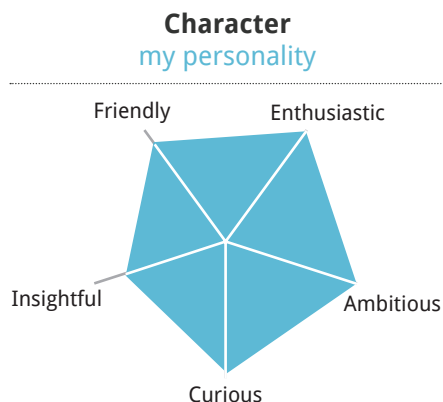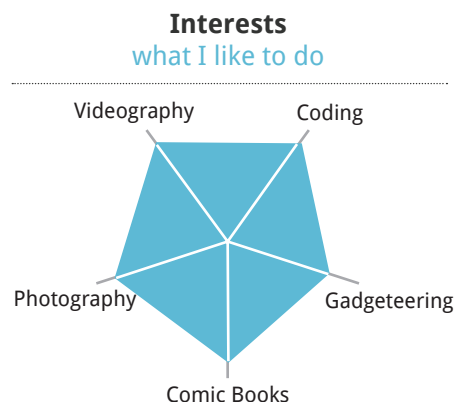
multimedia

aesthetics

the "bit"

for more info, please visit
http://cotybeasley.name
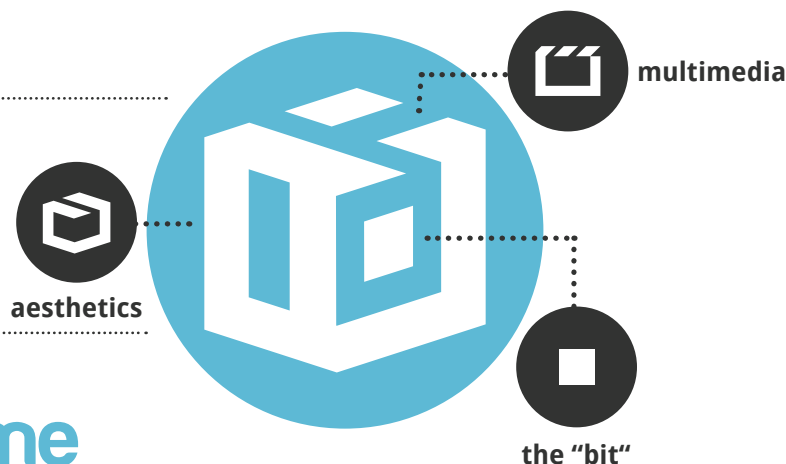
A Note on UX
The common thread throughout my work is a user-centric approach to problem solving. Touchpoints are recognized and designed around, optimizing all interactions and technological layers in between.
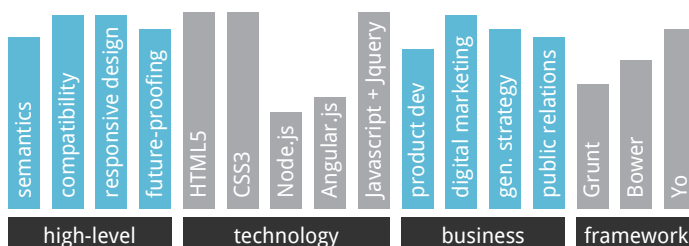
A designer must balance business objectives with the expectations of the user, then exceed them positively.

Interests
what I like to do

Videography
Coding
Photography
Gadgeteering
Comic Books

Character
my personality

Friendly
Enthusiastic
Insightful
Ambitious
Curious

Professional
my mindset

Diplomatic
Articulate
Detail-Oriented
Organized
Motivated

References (colleagues/partners/employers)

Ed Kleban - ed@kleban.com
Oscar Monterroso - oscar@ticoproductions.com
Jon Block - majorsongs@aol.com
Micah Candfield - micahdcanfield@gmail.com
Chad Elliott - chad.d.elliott@gmail.com
Anna Spady - anna.spady@gmail.com

Snapshot of Technical Expertise

semantics | compatibility | responsive design | future-proofing — high-level
HTML5 | CSS3 | Node.js | Angular.js | Javascript + Jquery — technology
product dev | digital marketing | gen. strategy | public relations — business
Grunt | Bower | Yo — framework

Visual Timeline of Experience

Work Experience (Present)

NAIC

Work Experience (Past)

CandyCam
Beasley Creative
VML/Gatorade Contract
CJK Consultants
Crossover Graphics
The Bobblehead
MIS Technologies
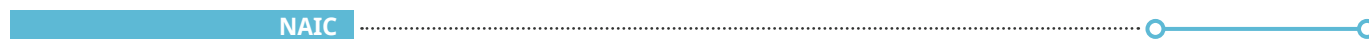
Educational Experience

MCC - Associate of Arts
UMKC - BA Comm.

2009   2010   2011   2012   2013   2014   Present

Experience Details

Commonly Used Technologies - Software and technology used on a regular basis includes the entire Adobe CC suite, including Fireworks, Premier, After Effects, Illustrator, Photoshop, and InDesign, as well as various IDEs, prototyping systems, 3D printing and modeling, Arduino controllers, FTP, Git, SSH, many emulator/device testing systems, and app frameworks like Yeoman and Express.

National Association of Insurance Commissioners - Sr. UX Design Engineer
November 2013 - Present
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.

Beasley Creative - Owner and CEO
July 2009 - July 2013
http://beasleycreative.com
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.

Experience Details

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 tracksed 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 vender-partners, general asset generation.

Various Awards

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 memeber devices looking at the app in real time.

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

Hack the Midwest's "Most Viral" Application, Forum Yeti
June 2012

Description - A regional hackathon with the end goal of building interesting applications in 48 hours. We created a modern forum replacement.

Responsibilities - Scope definition, strategy, technical specifications, identity and branding, illustration, and overall interface UX including a mobile app. The app created was an interface refresh on forum design, making it easier and more pleasant to collaborate and interact with others.

Startup Weekend Kansas City - 1st Place Team
April 2012

Description - The event itself is a competition to create a viable startup, with projections and strategy, and an MVP in under 54 hours. Our company (initially Tuthopper, now Prodigy Arcade) aimed to help children learn to program through gaming.

Responsibilities - Group organization, strategy, level development, all asset generation - including an entire game interface and a motion video detailing gameplay, video production, sound engineering, and flash production.