

Coty Beasley

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

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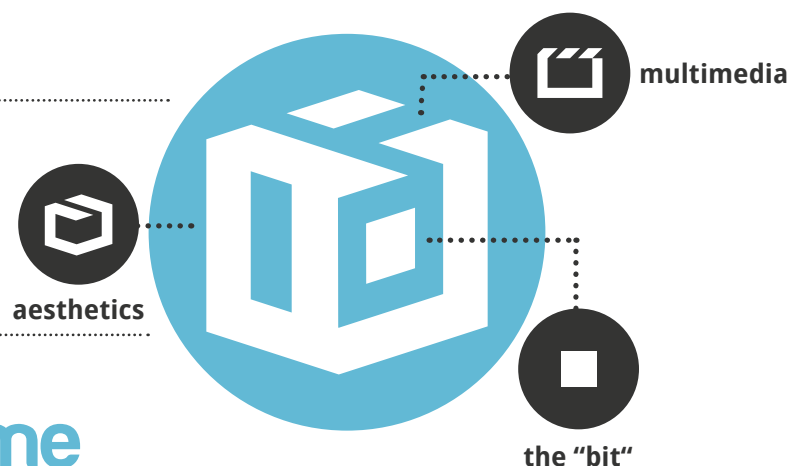
I'm currently looking for - a full-time opportunity and personally engaging in the community.

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.



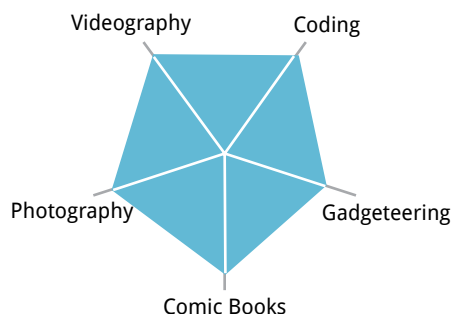
for more info, please visit
<http://cotybeasley.name>

A Note on UX

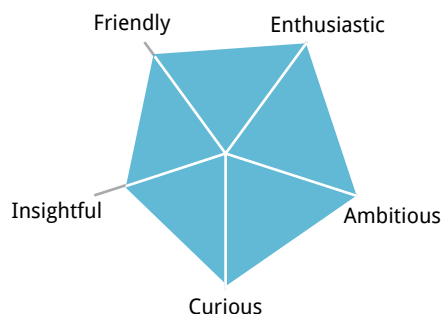
A common thread throughout my work is a user-centric approach to problem solving. Whether entrepreneurial, application-based, branding, or otherwise, an end user or audience must always be at the forefront of my mind.

In my mind, a good designer is one that never forgets the user.

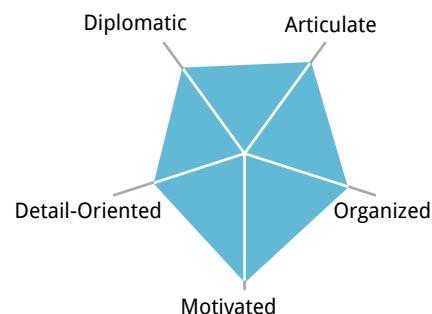
Interests what I like to do



Character my personality



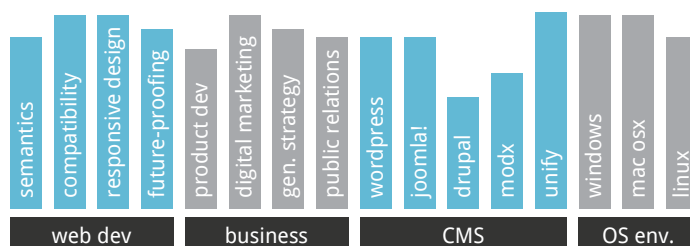
Professional my mindset



References (colleagues/partners/employers)

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

Snapshot of Technical Expertise



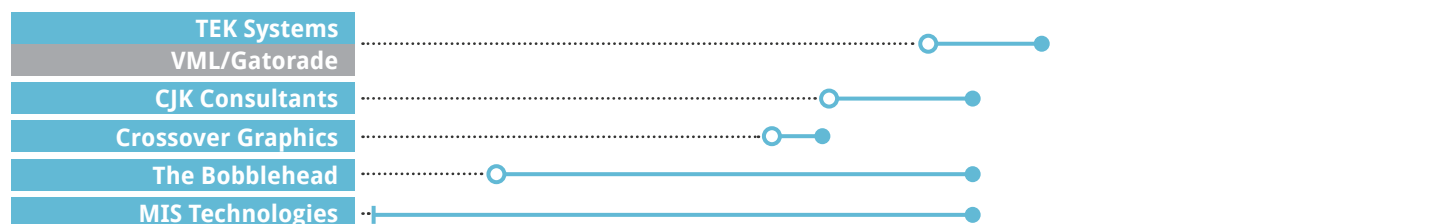


Visual Timeline of Experience

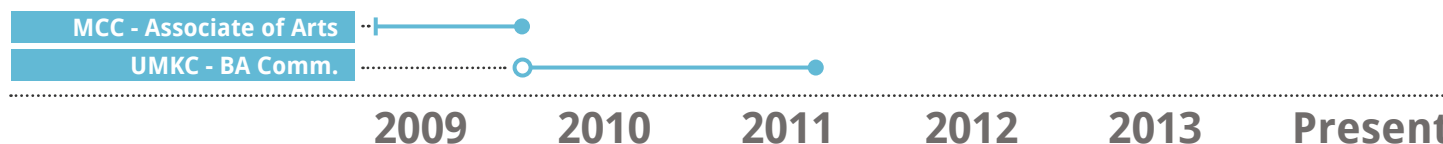
Work Experience (Present)



Work Experience (Past)



Educational Experience



2009 2010 2011 2012 2013 Present

Current Position Details

Commonly Used Technologies - Software used on a regular basis includes the entire Adobe CS6 suite, including Fireworks, Premier, After Effects, Illustrator, Photoshop, and InDesign, as well as various IDEs, prototyping systems, 3D printing and modeling, and Arduino programming. Other technologies used on a semi-regular basis include FTP, GitHub, SSH, and many emulator/device testing systems.

CandyCam Multimedia Robotics - CoFounder/Chief Design Officer/Advisor

January 2012 - Present

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

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

Beasley Creative - Owner and CEO

July 2009 - 2013

<http://beasleycreative.com>

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

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.

Prodigy Arcade - CoFounder

April 2012 - 2013

Description - Prodigy arcade is an indie gaming startup with the ambition to create compelling gameplay that builds on foundational mentalities closely related to programming fundamentals. It's goal is to increase interest in coding languages and frameworks in younger age groups.

Responsibilities - Business development, gameplay and storyline design, concept sketches and illustration, UX for gaming interfaces and websites, branding and identity, PR and marketing strategy.

Previous Position Details**TEK Systems (Contract - VML/Gatorade) - UX Architect****June 2012 - August 2012 (2 months)**

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

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

Notable Technologies - Wireframing with Omnigraffle. Some touch and go familiarity with Axure.

CJK Consultants - Consultant and Front-End Developer**December 2010 - December 2011 (1 year)**

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 (3 months)**

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 (3 years, 4 months)**

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 (4 years 4 months)**

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.

Award Mentions**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 forum yeti (forumyeti.com).

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.