

Michael Beasley, Usability Professional
Portfolio and Resume: www.michael-beasley.net

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Experience

Pure Visibility, Ann Arbor, Michigan

Usability Analyst and Project Manager, January 2008 – Present

- Develop Internet marketing strategies with clients, incorporating search engine optimization, paid search advertising, social media, and usability
- Manage paid search management and search engine optimization assessment projects
- Create wireframes and information architecture for website redesign projects
- Evaluate user experience for websites and form recommendations for improvements
- Conduct interviews with potential users and study web analytics to develop user personas

Compuware, Detroit, Michigan

Usability Engineer, May 2006 – January 2008

- Designed user interfaces for Windows and web applications and communicated designs through detailed specifications
- Planned and conducted usability tests, and analyzed and reported on results
- Developed standards for web style guide for Compuware products

Thomson Gale, Farmington Hills, Michigan

Usability Engineer, September 2005 – April 2006

- Planned workflow and deliverables for newly formed Usability Analysis and Design team, drawing upon knowledge of user research methodology
- Created high fidelity mockups of new functionality for Thomson Gale products

Professional Activities

Michigan Chapter of the Usability Professionals' Association

President, April 2007 – Present

Officer, August 2006 – April 2007

- Organize and host meetings on topics of interest to usability professionals
- Organize Internet User Experience conference
- Lead officer board meetings
- Advocate usability to companies unfamiliar with this discipline

UX Magazine

Associate Content Editor, February 2007 – Present

- Coordinate with article authors during editing process
- Edit articles to clarify presentation of ideas

Presentations

Strengthen Your Professional Network with LinkedIn!

July 10, 2008

In this presentation for the Ann Arbor Area Chamber of Commerce, I discussed how small business owners could use LinkedIn to network.

Introduction to Usability: An Interactive Discussion

February 10, 2009

At this Michigan Usability Professionals' Association meeting, I led a discussion that helped attendees understand usability, its methodology, and how it could fit into their organizations.

Education

University of Michigan, School of Information, 2003 – 2005

Master of Science of Information, Specialization: Human-Computer Interaction

University of Michigan, 1998f – 2002

Bachelor of Arts in English and Music