

# MATTHEW J.W. LAURENCE

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## PROFESSIONAL SUMMARY

From my roots as a BASIC geek and technical writer, I evolved through advertising production and design work, into visual and interactive design, took a detour into live music alongside web and media development, and into my current iteration as a **full-spectrum UX designer and manager**. I have over **20 years of extensive, hands-on experience** with user-centered design, helping companies build their teams and finding the sweet spot between user needs, business requirements, and project boundaries.

My goal is to find a **leadership role building the UX team at a product-focused company**, staying involved in hands-on work where possible; to advocate for the user in all things in the face of an ever-changing technology landscape; to find a group of colleagues with whom I look forward to pushing some boundaries every day; to learn new things early and often; and to play as much music as possible.

## COMPETENCIES

**Process:** User centered design; information architecture and prototyping; usability testing and research; people management; cross-team collaboration and communication; Agile development; design thinking

**Technical:** The usual suspects: Adobe Creative Cloud, Microsoft Office, Atlassian suite, Sketch, Invision, Axure, Balsamiq, and HTML/CSS/JS, among many other standard and not-so-standard tools of UX design, research, and development

**Personal:** Effective communication; diplomacy; flexibility; emotional intelligence; intellectual curiosity; cross-team collaboration; sense of humor and whimsy; creativity; fairly well-balanced ego and super ego; avid autodidact and life-long student; musician and audiovisual thinker

## EXPERIENCE

### Akamai Technologies: Cambridge, MA

Principal UX Designer, Lead

Sr. UX Designer II

Sr. UX Designer

**2014 to Present**

Aug 2017 - Present

Aug 2015 - Jul 2017

Oct 2014 - Aug 2015

UX practice lead for Akamai's Web Performance business unit (BU), managing several team members and representing the BU's interests and concern to the larger UX organization. I am part of hiring, planning budgets and resourcing, and represent the BU perspective on company-wide initiatives. I am also helping to define Developer Experience (APX/DevX) and UX/Design career paths at Akamai.

I actively help define processes, standards, and best practices for the entire company as a member of the Luna Product Experience team. I lead the development of comprehensive career paths and roles for our department; I am a charter member of the AkaToasts Toastmasters club, the Cross-BU UX group, the Technical Documentation working group, the Akamai Experience working group, and the founding member of Akamai band Faster Forward.

### Hyperactive: Quincy, MA

Sr. UX Designer / Project Manager

UX and project lead, responsible for virtually all UX processes and deliverables across projects for multiple clients. Led and art directed many projects for Philips, GE and other clients; planned and implemented responsive web sites, designed and updated native mobile applications, and created innovative multi-user, multi-touch experiences for trade shows and customer visitor centers, including the MITX Innovation Award-nominated Exploratorium. Also developed complex video and 3D projects.

**2013 to 2014**

**Inflexxion: Newton, MA****2010 to 2013**

Sr. UX Interaction Designer / Creative Media Specialist

UX designer and IA for many of Inflexxion's web properties and applications. Performed testing and research (interviews, requirements gathering, surveys, card sorts, brainstorming sessions) and generated UX deliverables (creative briefs, use cases, flows, wireframes, static and interactive prototypes) for web sites, SAAS products, and web applications. Architected, designed and developed web sites and applications, managing contractors and third-party vendors to ensure successful execution of project goals. Built and staffed the in-house video and creative media department.

**One To One Interactive: Charlestown, MA****2005 to 2008**

Sr. Interactive Art Director

Jun 2007 - Dec 2008

Sr. Interactive Designer

Jun 2005 - Mar 2007

Senior creative lead and UX designer, Flash developer. Led and advised clients, stakeholders, vendors and brand teams to define marketing, technical, branding, content and visual solutions. Helped the creative director to build a new creative department from the ground up. Worked with BAs and stakeholders to organize and architect web sites and dashboards; managed internal and external resources; coordinated efforts of team members to ensure successful execution of design and interactive concepts. Helmed several award-winning projects.

**Weymouth Design: Boston, MA****2004 to 2005**

Interactive Designer / Developer / IA

Interaction designer, IA, video, Flash, and front-end web developer. Owned and contributed to multiple interactive, web and multimedia projects, from initial concepts and strategy through UX work to front-end development. Required to be constantly adaptable, wear many hats; constantly challenged with new directions in technology; specialized in UX for dynamic web sites, Flash/AS/XML development, 3D modeling, video editing, motion graphics and post-production; worked on mobile applications for early tablet computers.

**Multiple clients****1993 to Present**

Contract Web and Interactive Designer / Developer

Art director, interaction designer, information architect, copywriter, and front-end developer. Created countless online and off-line projects as art director/designer and producer, web designer and developer, and in Flash/AS2 for print, web sites, and kiosks. Clients included Staples, Tufts University, PerkinElmer, Dell, Gorton's, EMC, Roche Pharmaceuticals, Siemens, Fidelity, Ad Cub of Boston, New England School of Law, American Express, Brigham and Women's Hospital, and many others.

**Earlier Employment****1988 to 1993**

Mullen Advertising: Mac Design and Production Specialist

1991-1993

MindCraft Publications: Editor/Writer/Designer

1989-1991

City of Northampton: Technical Writer/Programmer

1988-1989

Raytheon: Computer Design Intern

1988

UMass Daily Collegian: Writer/Typesetter

1986-1988

**EDUCATION**

MSHFID (Masters of Human Factors in Information Design)

Bentley University, Cum Laude, 2016

Bachelor of Arts in Communications, minors in English and Psychology

UMass Amherst Honors Program, Cum Laude; Commonwealth Scholar, 1990