

MATTHEW J.W. LAURENCE

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PROFESSIONAL SUMMARY

Experienced **Senior/Principal user experience product designer, researcher, and manager** with a proven track record of delivering impactful products, fostering cross-functional collaboration, and managing multiple priorities and projects past ambiguity **at the intersection of business, technology, and user behavior**.

SKILLS

PROCESS: User-centered design; Usability research and testing; People management and coaching; Cross-team collaboration; Design strategy; Interaction design; Information architecture, wireframing, prototyping; Agile and pseudo-agile SDLC; Service design; Design thinking; Project management

TOOLS / TECHNOLOGY: Figma, Axure, Sketch, Zeplin, Balsamiq, Invision, Mural, Miro, Figjam, Adobe Photoshop, Illustrator, Premiere, After Effects, Microsoft/Google Office suites, Atlassian suite, Pendo, UserZoom, Optimal Studio, Validate.ly, Qualtrics, HTML/CSS/JS, among others

EXPERIENCE

Grainger: Chicago, IL (Remote)

Sr. Manager of User Experience

Jan 2022 - Present

Brought aboard as the first UX professional for the reinvention of the KeepStock inventory management service; UX team has now grown to five members. Charter member of the 12-person "Design Group," a highly cross-functional team tasked with deeply understanding, reinventing, and rebuilding KeepStock in its Transformation initiative.

- Led UX for KeepStock Transformation from Design Group to fully functioning pilot system at one live customer site in under 18 months; new systems have already resulted in 20% reduction in on-hand inventory for the customer and 37% reduction in time-on-task for field representatives.
- Helped drive KeepStock revenue growth from \$1bn to \$1.5bn in under two years through experience improvements, functional innovation, and relationship-building with sales and field teams.
- Member of the UI design system team, defining Figma components, patterns, and documentation for core Grainger Design System and KeepStock-specific use cases.

Akamai Technologies: Cambridge, MA

Principal UX Product Designer, Lead - Enterprise Security

Apr 2021 - Jan 2022

Managed and led the UX team supporting Akamai's Enterprise Network Access Security business unit (BU), driving all UX work for Akamai Enterprise Access Security.

- Contributed to expansion of BU revenue to 29% year-over-year growth.
- Coordinated all design and research activities on BU projects between the four UX team members and product/program teams.

Principal UX Product Designer, Lead - Web Delivery

Aug 2017 - Apr 2021

Led UX for all aspects of Akamai's API Gateway and Edge Logic/Edge Compute product suites, while actively "in the trenches" as a Principal product designer, supporting product owners and teams, leading design and research for my own products as well as managing up to five direct reports.

- Functioned as practice lead and domain expert representing the BU's interests to the wider UX organization, and UX point of contact for the BU and Akamai at large.
- Completed Akamai Leadership Academy, later recruited for selective Internal Faculty role coaching others.
- Founding member of the Akamai Experience working group; BU representative on the Akamai Core design system team; early member of the Developer Experience (APX/DevX) team.

Sr. UX Product Designer II

Aug 2015 - Jul 2017

- Designed and led Akamai Image and Video Manager from net-new product to over \$100m revenue.
- Part of the team defining UX guidelines and components for our Core design system.
- Led the initiative to create comprehensive UX Design career paths, roles, and job descriptions at Akamai; deeply involved in team building, hiring, budget planning, and resourcing.

Sr. UX Product Designer

Oct 2014 - Aug 2015

- Led UX activity for the Cloudlets platform, bringing it from two to nine services and vastly expanding customer adoption (Grainger uses Cloudlets for traffic segmentation today).

Hyperactive: Quincy, MA

Sr. UX Designer / Project Manager

May 2013 - Aug 2014

Managed UX and product design, led and implemented all UX processes and deliverables across projects for multiple clients, as well as all resources, timelines, and client communications. Conceived and art directed projects for Philips, GE, Cleveland Clinic, GI Dynamics, and other clients; planned, researched, and designed responsive web sites, native mobile applications and complex video and 3D projects.

- Created innovative multi-user, multi-touch experiences for trade shows and customer visitor centers, including the Philips Exploratorium and the Cleveland University Hospitals visitor suite.

Inflexxion: Newton, MA

Sr. UX Designer / Creative Media Specialist

Jan 2010 - May 2013

Acted as lead interaction and visual designer and IA for many of Inflexxion's web properties and applications. Performed testing and research and generated UX deliverables for web sites, SAAS products, and web and mobile applications. Architected, designed and developed web and mobile sites, applications, and interactive media projects, managing contractors and third-party vendors to ensure successful execution of project goals.

- Built and staffed the in-house video and creative media department to minimize outsourcing and save the company tens of thousands of dollars per year.

One To One Interactive: Charlestown, MA

Sr. Interactive Art Director

Jul 2005 - Dec 2008

Built a new creative department from the ground up with the Creative Director. Managed and mentored our designers and handled external resourcing, coordinating efforts of team members to ensure successful execution of design and implementation, working closely with clients, BAs, and stakeholders to create web tools, sites, and interactive media campaigns.

- Led design and implementation for several award-winning campaigns and microsites.
- Did extensive hands on development work in HTML/CSS/JS, Flash, Premiere, and After Effects.

Earlier Roles

Weymouth Design - Interactive Designer / Developer

THiNKmedia - Creative Director / Owner

EDUCATION**MSHFID (Masters of Human Factors in Information Design)**

Bentley University, Waltham, MA - Cum Laude

Bachelor of Arts in Communications, minors in English and Psychology

UMass Amherst Honors Program, Amherst, MA - Cum Laude; Commonwealth Scholar