

MATTHEW J.W. LAURENCE

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OBJECTIVE

Senior-level UX/IxD role within the UX team at a product-focused company, advocating for the user, creating and iteratively improving products and helping to guide innovation.

SUMMARY

Full-spectrum Sr. UX specialist with over 17 years of experience in interaction and visual design, IA, and development, with a strong focus on the end user.

Diverse skills and deep experience in UXD/IxD processes and deliverables, production and development for online marketing and digital design, web applications, and team management.

Clients have included GlaxoSmithKline, Chevy Chase Bank, Philips Healthcare, PerkinElmer, Comcast, EMC, Roche Pharmaceuticals, Siemens, Fidelity, New England School of Law, American Express, Brigham and Women's Hospital, and many others.

EDUCATION

Masters of Human Factors and Information Design

Bentley University, currently enrolled expected matriculation 2015

Bachelor of Arts in Communications, minors in English and Psychology

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

SKILLS

Processes: High- and low-fidelity wireframes, prototyping (from paper to custom HTML), visual mockups, user testing and analysis, task flows, sketching and story boarding, competitive and heuristic analyses, quantitative surveys, requirements, stakeholder interviews, planning and best practice recommendations from a usability/user experience perspective. In-depth experience with responsive and mobile design/development, visual design and direction, animation and motion design, video and audio editing and production.

Tools: Full proficiency with Adobe Creative Suite, Microsoft Office, Axure, Omnigraffle, Keynote, HTML/CSS/JS, Git, Bugzilla, Scrumworks and many other standard tools of UX design and development.

Personal: Flexibility, diplomacy, communication, sagacity, curiosity, drive, collaboration, sense of humor and whimsy, creativity, balanced ego and super ego. Avid autodidact, life-long student.

EXPERIENCE

Sr. UX Specialist / PM

Hyperactive, Inc.: Quincy, MA, 2013 to 2014

UX and project lead, responsible for virtually all UX processes and deliverables across projects for multiple clients. Led 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.

Sr. UX Interaction Designer / Creative Media Specialist

Inflexxion, Inc.: Newton, MA, 2010 to 2013

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 documentation (use cases, flows, creative briefs, wireframes, prototypes) for fluid and responsive web sites, SAAS products, and web applications. Architected, designed and developed web sites and applications, managing junior team members and third-party vendors to ensure successful execution of project goals. Built and staffed the in-house video and creative media department.

Sr. Interactive Art Director

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

Senior creative lead and UX designer, helped the creative director to build a new creative department from the ground up. Led and advised clients, senior management, vendors and brand teams to define marketing, technical, branding, content and visual solutions. UX team worked with BA and stakeholders to organize and architect web sites and dashboards. Managed designers, developers and external resources; coordinated efforts of team members to ensure successful execution of design and interactive concepts. Helmed several award-winning projects.

Senior Interactive Designer / Developer / IA

Weymouth Design: Boston, MA, 2004 to 2005

Interaction designer, information architect and front-end 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/XML development and video editing, motion graphics and post-production; worked on mobile applications for very early tablet computers.

Interactive Designer / Art Director / Developer - Contractor

Multiple clients, 1994 to 2004

Art director, interaction designer, information architect and front-end developer. Created countless online and off-line projects as art director/designer and producer, jumping into the web in 1994, and moving to more in-depth interaction design and development in Flash/AS2. Had my first experiences creating wireframes, site maps and flow diagrams for web sites and kiosks.

Design and Production Specialist

Mullen Advertising: Wenham, MA, 1991 to 1993

Began as a network administrator and Mac systems specialist, but was shifted quickly to design and production based on QuarkXpress and Adobe experience. Honed my design skills and abilities in major applications. Gained extensive experience with print and video work in the pre-Web advertising and marketing industry.

Editor / Technical and Editorial Writer / Designer

MindCraft Publications: Concord, MA, 1989 to 1990

Began as technical and catalog writer, moved quickly to creating, editing, and publishing two monthly technical journals. Coordinated content, managed authors, organized monthly production schedules. Gained expertise in QuarkXpress, Photoshop, Illustrator, and PageMaker, writing many of the articles each month. Also wrote articles and reviews for Mac Hands-On, PC Hands-On, STart, Atari Explorer, and Bass Player magazine.

CERTIFICATIONS



Adobe Certified Expert, Premiere Pro CS5/5.5, 2012

Nat'l Association of Broadcasters: Post Production World 2010, 2011, 2012

Silverlight Designer certification, 2010

Ektron CMS Designer certification, 2010

Actionscript 3/XML, AGI, 2008

XHTML, CSS, AGI, 2007

RECOGNITION

2014 MITX Innovation Finalist: Health Care, Wellness and Pharmaceutical category
(Exploratorium)

2008 MITX Winner: Best Direct Response Campaign (Comcast Business Class)

2007 MITX Winner: Pharmaceutical award (Valtrex, StartTheTalk.com)

2007 WebAward Winner: Pharmaceutical Standard of Excellence Award (StartTheTalk.com)

2007 Internet Advertising Competition: Outstanding Microsite/Landing Page (StartTheTalk.com)

2007 Internet Advertising Competition: Best Online Community Interactive App (Scott)

2006 MITX Winner: Pharmaceutical award (Avandia, StepItUpDiabetes.com)

2006 WebAward Winner: Pharmaceutical Standard of Excellence (Asthmacontrol.com)

2006 WebAward Winner: Pharmaceutical Standard of Excellence (Bipolar.com)

2006 Adobe Site Of The Day (Brigham and Women's Hospital Site)

2006 eHealthcare Leadership Gold Award: Best Overall Internet Site (Brigham and
Women's Hospital)