

# MATTHEW J.W. LAURENCE

Boston, MA • (978) 590-6737 • mattlaurence@gmail.com  
www.linkedin.com/in/mattlaurence • www.mattlaurence.com

## PROFESSIONAL SUMMARY

From my roots as a coding geek and technical writer in the 80s, I evolved through advertising production and design work into visual and interactive design, art direction, took a detour into live music alongside web and media development, and into my current iteration as a full-spectrum **user experience designer, researcher, and manager**. I have over **20 years of extensive, hands-on experience** in user-centered research, design, and development, helping companies build their teams, and finding the sweet spot between user needs, business requirements, and contextual realities.

## COMPETENCIES

**Process:** User centered design; people management and coaching; cross-team collaboration and communication; design strategy; interaction design, information architecture, wireframing, and prototyping; usability testing and research; Agile and pseudo-agile SDLC; product and project management

**Technical:** The usual suspects: Adobe Creative Cloud, Microsoft Office, Atlassian suite, Sketch, Invision, Axure, Balsamiq, UserZoom, Optimal Studio, Validate.ly, Qualtrics, Pendo, HTML/CSS/JS, and many other standard (and not-so-standard) tools of UX design, research, and development

**Personal:** Effective verbal and written communication; diplomacy; flexibility; emotional intelligence; intellectual curiosity; cross-team collaboration; trained coach and manager; balanced ego and super ego; sense of humor and whimsy; creativity; autodidacticism; musician and audiovisual thinker; proponent of the Oxford comma and proper use of the apostrophe

## EXPERIENCE

### Akamai Technologies: Cambridge, MA

Principal UX Designer, Lead/Manager

Sr. UX Designer II

Sr. UX Designer

**2014 to Present**

Aug 2017 - Present

Aug 2015 - Jul 2017

Oct 2014 - Aug 2015

- Manage and coach the UX team supporting Akamai's Web Performance business unit (BU), helping to drive Web BU revenue growth of 42% over the last year
- 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; connector of people and resources
- Drive UX work for core Akamai Web Performance products, coordinating all design and research activities on Web BU projects between direct reports and product/program teams. Actively "in the trenches" as a Principal interaction designer, supporting product owners and teams, leading design and research for my own products
- Define processes, standards, and best practices for the entire company as a leader on the Luna Product Experience team; charter member of the UX Tiger Team; part of the Arc Design System leadership; led the initiative to create comprehensive UX Design career paths at Akamai; deeply involved in team building, hiring, budget planning, and resourcing.
- UX lead for Akamai's API Gateway and Edge Logic/Edge Compute products, designed and researched Image Manager
- Charter member, past President and VP PR, and current VPE of the AkaToasts Toastmasters club; member of the Akamai Experience working group; Developer Experience (APX/DevX) team; founding member of Akamai band Faster Forward; completed the selective Akamai Leadership Academy program and Internal Faculty program.

**Hyperactive: Quincy, MA****2013 to 2014**

Sr. UX Product Designer / Project Manager

UX and product design lead, responsible for all UX processes and deliverables across projects for multiple clients, as well as all resources, timelines, and client communications. Led and art directed many projects for Philips, GE and other clients; planned, researched, and designed responsive web sites, native mobile applications; developed complex video and 3D projects; and created innovative multi-user, multi-touch experiences for trade shows and customer visitor centers, including the MITX Innovation Award-nominated Exploratorium and the Cleveland GCHI Philips/University Hospitals visitor suite.

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

Sr. UX Interaction Designer / Creative Media Specialist

Interaction and visual designer and IA for many of Inflexion'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

Mar 2007 - Dec 2008

Sr. Interactive Designer

Jul 2005 - Mar 2007

Award-winning 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 and mentored our designers and handled external resourcing; coordinated efforts of team members to ensure successful execution of design and interactive concepts. Led several award-winning campaigns and microsites.

**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 designing and coding mobile applications for early tablet computers.

**Earlier Employment****1986 to 2004**

Independent/contract interactive web and media designer/developer

1993-Present

Designer, webmaster, songwriter and bassist for the band yeP!

1993-1998

Mullen Advertising: Designer and production specialist

1991-1993

MindCraft Publications: Managing 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)****2016**

Bentley University, Cum Laude

**Bachelor of Arts in Communications, minors in English and Psychology****1990**

UMass Amherst Honors Program, Cum Laude; Commonwealth Scholar