

MATTHEW J.W. LAURENCE

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PROFESSIONAL SUMMARY

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

EXPERIENCE

Grainger: Chicago, IL (Remote)

2022 to Present

Sr. Manager of User Experience

Jan 2022 - Present

- My team helped drive KeepStock revenue growth from \$1bn to \$1.5bn in under two years
- Brought aboard as the first UX professional for the KeepStock inventory management service, now grown to a team of five
- Charter member of the 12-person Design Group, the highly cross-functional team tasked with deeply understanding, reinventing, and rebuilding KeepStock in its Transformation initiative
- Led the UX for Transformation efforts from Design Group to fully functioning pilot system at a 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 our field representatives
- Member of the UI Design System team, defining Figma components, patterns, and documentation for the Grainger Design System

Akamai Technologies: Cambridge, MA

2014 to 2022

Principal UX Product Designer, Lead/Manager

Aug 2017 - Jan 2022

Sr. UX Product Designer II

Aug 2015 - Jul 2017

Sr. UX Product Designer

Oct 2014 - Aug 2015

- Managed and led the UX team supporting Akamai's Enterprise Security business unit (BU), helping to drive BU to 29% year-over-year growth
- Designed and led Akamai Image and Video Manager from net-new product to over \$100m revenue
- 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)
- UX lead for all aspects of Akamai's API Gateway and Edge Logic/Edge Compute product suites
- 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
- Drove all UX work for Akamai Enterprise Security BU, coordinating all design and research activities on BU projects between three direct reports and product/program teams
- Actively "in the trenches" as a Principal product designer, supporting product owners and teams, leading design and research for my own products
- 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
- Akamai Leadership Academy graduate, later recruited for a selective Internal Faculty role in the program; founding member of the Akamai Experience working group; early member of the Developer Experience (APX/DevX) team
- Founding member, past President, and VP PR, and VPE of the AkaToasts Toastmasters club; founder of ROCKamai! jam group and Cambridge band Faster Forward

Hyperactive: Quincy, MA

Sr. UX Designer / Project Manager

2013 to 2014

May 2013 - Aug 2014

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

Inflexxion: Newton, MA

Sr. UX Designer / Creative Media Specialist

2010 to 2013

Jan 2010 - May 2013

- Led 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, saving the company tens of thousands of dollars per year

One To One Interactive: Charlestown, MA

Sr. Interactive Art Director

Sr. Interactive Designer

2005 to 2008

Mar 2007 - Dec 2008

Jul 2005 - Mar 2007

- Led design and implementation for several award-winning campaigns and microsites
- Built a new creative department from the ground up with the Creative Director
- Worked closely with clients, BAs, and stakeholders to create web tools and interactive media
- Managed and mentored our designers and handled external resourcing, coordinating efforts of team members to ensure successful execution of design and implementation
- Extensive hands on development work in HTML/CSS/JS, Flash, Director, Premiere, and After Effects

EDUCATION

MSHFID (Masters of Human Factors in Information Design)

Bentley University, Cum Laude

Bachelor of Arts in Communications, minors in English and Psychology

UMass Amherst Honors Program, Cum Laude; Commonwealth Scholar

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
- Project management

Technical/Tools:

- Figma, Axure, Sketch
- Zeplin, Balsamiq, Invision,
- Mural, Miro, Figjam
- Adobe Photoshop, Illustrator, Premiere, After Effects
- Microsoft/Google Office
- Atlassian suite
- Pendo, UserZoom, Optimal Studio, Validate.ly, Qualtrics
- HTML/CSS/JS
- Audio and video tools

Personal:

- Effective verbal and written communication
- Critical thinking
- Diplomacy and flexibility
- Emotional intelligence
- Intellectual curiosity
- Balanced ego and superego
- Musician and audiovisual thinker
- Self-starter, avid reader, constant learner