MATTHEW J.W. LAURENCE

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PROFESSIONAL SUMMARY

As a widely experienced, full-spectrum **user experience designer, researcher, and manager** with **extensive, hands-on experience**, I am a creative and strategic problem-solver, customer-focused and self-motivated. I have a successful track record of delivering products, fostering cross-functional collaboration and communication, and managing multiple priorities and projects, living at the intersection of business, technology, and user behavior. I build teams, educate colleagues, forge connections, empower people, and start meaningful conversations to get results in an ever-changing technology landscape.

COMPETENCIES

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

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

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; occasional sesquipedalianism; musician and audiovisual thinker; proponent of the Oxford comma and proper use of the apostrophe

EXPERIENCE

Akamai Technologies: Cambridge, MA   2014 to Present

Principal UX Designer, Lead/Manager   Aug 2017 - Present
Sr. UX Designer II   Aug 2015 - Jul 2017
Sr. UX Designer   Oct 2014 - Aug 2015

- Currently manage and lead the UX team supporting Akamai's Enterprise Security business unit (BU), helping to drive BU to 29% year-over-year growth

- Function 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; connector of people and resources; finder or creator of single sources of truth

- Drive all UX work for Akamai Enterprise Security BU, coordinating all design and research activities on 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 Product Experience team; charter member of the UX Tiger Team; part of the Core Design System leadership; 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.

- Act as UX lead for Akamai's API Gateway and Edge Logic/Edge Compute product suites

- Designed and led Akamai Image and Video Manager from new product to over $100m revenue

- Completed the Akamai Leadership Academy program and was 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 current VPE of the AkaToasts Toastmasters club; founder of ROCKamai! jam group and Cambridge band Faster Forward.

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.

Inflexxion: Newton, MA   2010 to 2013

Sr. UX Interaction Designer / Creative Media Specialist
Interaction and visual 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   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 design and implementation of 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.

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