

MATTHEW J.W. LAURENCE

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SUMMARY

Full-spectrum multi-media user experience designer and developer (with a penchant for playing and composing music) seeking a position as a ACD/CD, Sr. Art Director, UX or interactive/multimedia specialist at a strong company with a mission, a sense of humor and perspective, and a desire to expand and improve their creative department, processes and offerings, and keep their users very happy.

EXPERIENCE

SR. INTERACTIVE DESIGNER, UEXD / CREATIVE MEDIA SPECIALIST

Inflexxion, Inc.: Newton, MA, January 2010 to Present

ART DIRECTION/USER EXPERIENCE: Senior user experience and interaction designer, with project oversight for web sites, interactive multimedia, video, internal marketing and presentations. Work directly with internal clients, senior management, and product teams to help define marketing strategies, usability goals and test strategies, architecture, branding, content and visual solutions.

WEB DEVELOPMENT: Act as primary Flash developer for both timeline and AS2/AS3 coding projects, primarily focused on Flash/Silverlight and our transition to HTML5/CSS based tools and media. Company Actionscript guru resource, helping and guiding other designers and developers. Develop front-end web sites with HTML/CSS/JS. Work in conjunction with back-end developers to create projects through .NET, Ektron and the Decisions framework. Act as Silverlight liaison between design and development.

MANAGEMENT: Manage designers and external resources, orchestrate and manage all Inflexxion video productions. Research and establish relationships with qualified outside resources and coordinate efforts of vendors to ensure successful execution of design concepts. Involved with interview and hiring decisions within the department. Advise purchase of creative department hardware, software and resources. Perform all functions as company Mac IT specialist, support tech and in-house guinea pig.

CREATIVE MEDIA: Have single-handedly moved the company from 100% outsourced video and audio services to 90% internal production. Primary director, producer and editor for all Inflexxion video and audio projects. Research, advise and purchase all audio and video equipment and software. Significant experience with shooting and chromakeying DV footage,

as well as conducting interviews and working with challenges of low-budget video productions on-site.

CREATIVE DIRECTOR / OWNER

TH!NKmedia: Jamaica Plain, MA, February 2001 to Present

TH!NKmedia was born in 2001 out of the ashes of the tech bubble, and has continued going strong into this new, tenuous era. Function as the organizing center of this loose collective of designers, IAs, coders, and copywriters; the goal is simply to provide the best creative and strategic solutions possible for our clients, regardless of industry, size or medium. My primary role is project oversight and art direction/design, with a substantial role in architecture and business/user goals, as well as front-end coding and Flash.

Clients to date include Millipore, Tufts Medical Center, New England School of Law, the Ad Club of Boston, Network Health, Esdaille-Barrett Law, Wilde Agency, ESAI Energy, U.S. Harbors, Analog Devices, Hewlett-Packard, and EMC, among others.

SR. INTERACTIVE ART DIRECTOR / FLASH DEVELOPER

One To One Interactive: Charlestown, MA, July 2005 to Nov. 2008

ART DIRECTION: Senior creative lead, with full project oversight information encompassing web sites, interactive multimedia, online marketing campaigns, user testing, and PR materials, presentations. Interacted with clients, senior management, and brand teams to help define marketing strategies, technical, branding, content and visual solutions. Developed creative briefs, conducted brainstorming and testing sessions, created wireframes, directed design teams and managed vendors. Developed and implemented new corporate identity directions and presentation standards. Won numerous awards for the company.

WEB DEVELOPMENT: Acted as primary Flash developer for both timeline animation and complex dynamic and interactive coding projects. Department Actionscript/coding resource. Developed front-end web sites with HTML/CSS/JS. Worked in conjunction with back-end developers to create projects within many environments (.Net-Nuke, Omniture, OptiMost, SharePoint, etc.).

MANAGEMENT: Managed team of designers, developers and external resources. Researched and established relationships with qualified outside resources and coordinate efforts of copywriters, illustrators, photographers, designers and developers to ensure successful execution of design concepts. Deeply involved with all interview and hiring decisions within the department. Advised purchase of creative department hardware, software and resources. Performed all functions as company Mac IT specialist and support tech.

SENIOR INTERACTIVE DESIGNER / DEVELOPER / IA

Weymouth Design: Boston, MA, Sept. 2004 to July 2005

Functioned as senior interactive designer, developer, information architect and producer. Made quantum leaps in my understanding of the holistic design and development of interactive projects, from discovery and requirements gathering through strategy, architecture, design, development and final QA processes to launch. Constantly challenged with new directions in technology and specialized in dynamic web sites, Flash development and video.

Needed to be constantly adaptable, wear many hats, and be willing to fashion new hats from spare parts at a moment's notice. Had to participate in and be adept at everything from client interaction and design to in-the-trenches coding-testing cycles and serious video work, always on a tight schedule. Developed further understanding of dynamic multimedia (Flash and XML in particular), and worked much more intensively with After Effects, iMovie, DVD Studio Pro and Final Cut Pro, numerous audio production and editing tools, and some 3D packages.

INTERACTIVE DESIGNER/ART DIRECTOR/DEVELOPER - CONTRACTOR

Aug. 1994 to Aug. 2004

Spent 10 years between Mullen and Weymouth Design partly traveling the country with a touring rock band, and continuing to improve and evolve skills as an art director and producer, both in print and on line. Vastly improved skills in Flash and HTML/CSS/JS. Did extensive work with Digitas, VistaPrint, Staples, Mullen Interactive, Strategic Interactive Group (SIG) and BSH, PreVision Marketing, Bridgeline Software, Arnold/Circle, ISM, and many others. Work covered the creative gamut, from grunt-level production-monkey work to full art direction and management of complex projects. During this time also had several articles and reviews published in Bass Player magazine, The Noise, Boston Rocks, MNX, and others.

R&D SUPPORT ENGINEER

Specular International: Amherst, MA, Aug. 1993 to May 1994

Specular International was the creator of the Mac-based 3D program Infini-D. Coordinated the massive source tree and complex update process for Infini-D as well as several other products. Wrote scripts in MPW (Applescript predecessor, UNIX-like command language) as well as some C. Performed extensive QA testing on all of the Specular products, created installers, and provided frequent technical and customer support.

COMPUTER DESIGN AND PRODUCTION SPECIALIST / SYSTEMS ADMINISTRATOR

Mullen Advertising: Wenham, MA, Jan. 1991 to May 1993

Began at Mullen as a network administrator, systems technician and Mac specialist, but was shifted quickly to design and production based on QuarkXpress, Illustrator and Photoshop 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, learning volumes about design and advertising at the elbow of many a brilliant AD and copywriter.

MANAGING EDITOR / ART DIRECTOR / WRITER

MindCraft Publications: Concord, MA, May 1989 to Dec. 1990

Created, edited, and published two monthly technical journals. Gained extensive administrative and managerial experience by coordinating content, managing authors, organizing monthly production schedules and acting as liaison with software companies and printers. Quickly became an expert in QuarkXpress, Photoshop, Illustrator and PageMaker, and wrote many of the articles each month. Designed a major overhaul for all the journals, wrote columns for two of the other MindCraft magazines, wrote catalog copy, and worked as the LAN, telephone and email systems administrator.

SKILLS INCLUDE:

Adobe Master Collection (CS3/CS4/CS5/5.5); Flash and Actionscript (AS2/AS3); Visio, Axzure, Mockingbird, Omnigraffle, etc.; QuarkXPress and InDesign; After Effects, Premiere Pro; HTML, JS, CSS; MS-Office; writing, editing, general professional communication and technical interpretation; strategy, conceptual thinking, mediation, pacing and rhythm, diplomacy, humor and perseverance a specialty. Digital video and audio production and editing, music composition and arrangement, digital photography, 3D modeling, FCP7, Mac systems work

RECOGNITION

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)

2007 MITX Winner: Pharmaceutical award (Valtrex, StartTheTalk.com)
2007 Internet Advertising Competition: Best Online Community Interactive App. (Scott)
2007 Internet Advertising Competition: Outstanding Microsite/Landing Page
(StartTheTalk.com)
2007 WebAward Winner: Pharmaceutical Standard of Excellence Award (StartTheTalk.com)
2008 MITX Winner: Best Direct Response Campaign (Comcast Business Class)

EDUCATION

MASTERS OF HUMAN FACTORS AND INFORMATION DESIGN

Bentley University, currently enrolled, expected graduation 2014-2015

BACHELOR OF ARTS IN COMMUNICATIONS, MINORS IN ENGLISH AND PSYCHOLOGY

UMass Amherst Honors Program, Cum Laude (G.P.A.: 3.82); Commonwealth Scholar.



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 Designer certification, 2010

Actionscript 3/XML, AGI course, 2008

XHTML, CSS, AGI course, 2007

PointRoll and DART ad unit certified developer, 2007

Edward Tufte seminars, 2006

Flash, Director, Dreamweaver, and Generator Classes, UDA (now AGI), 1997-2002

C++ Programming, Northeastern University, 1997

**References, samples, portfolio, music recordings, URLs, articles,
performance dates and more available upon request.**