

MATTHEW M. URBAN

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[LinkedIn](#) | [Website](#)

USER EXPERIENCE DESIGNER

Multidisciplinary UX Designer with 4+ years of experience crafting intuitive, data-informed user experiences in agile, cross-functional teams. Experienced in end-to-end design—from research and wireframes to high-fidelity prototypes and developer-ready UI. Known for balancing creative exploration with structured iteration, communicating clearly with stakeholders, and delivering design solutions that align with user needs and business goals.

PROFESSIONAL SKILLS & TOOLS

User-Centered Design | UX Strategy | Wireframing & Prototyping | Responsive & Accessible Design | Design Systems
Interaction Design | User Flows & Journey Mapping | Usability Testing | A/B Testing | Cross-Functional Collaboration
Agile Product Development | Research Synthesis | Figma | Miro | Notion | Sketch | InVision | Looker | Heap | Airtable

UX DESIGN & RESEARCH PROJECT EXPERIENCE

- Amenity Booking Project (Buildium) JULY 2024 – DECEMBER 2024
- Addressed 1.2M in UserVoice requests, with amenity booking consistently identified as a top requested feature
 - Designed workflows for property managers and residents to book, approve, and edit amenity reservations
 - Conducted concept testing and usability studies to ensure ease of use, while collaborating with engineering and product teams to define MVP scope and deliver a scalable solution
- Returned Payment Automation (Buildium) JULY 2024 – NOVEMBER 2024
- Addressed 602 UserVoice requests, impacting 410K MRR, by developing a feature that automates returned payment fee collection
 - Conducted 3 hours of competitive analysis and 4 hours of user interviews to inform the product direction
 - Led 6 hours of usability testing to ensure the solution's ease of use, resulting in a streamlined automation process for property managers
- Renovation Exchange Website Project (Freelance) JUNE 2024 – AUGUST 2024
- Designed and launched a user-centered marketing website to drive demo requests and communicate value
 - Applied UX best practices to improve information clarity, flow, and engagement across key pages

PROFESSIONAL EXPERIENCE

- UX DESIGNER | Buildium OCTOBER 2021 – PRESENT
- Lead end-to-end UX on projects across 3 scrum teams, covering payments, amenity booking, and calendar features
 - Conducted 55+ research studies, including usability testing, surveys, and concept validation
 - Presented UX findings at Buildium's Customer Conference (2023) and Sales Kickoff (2024)
 - Helped grow product adoption by aligning design work to customer Jobs-to-Be-Done and business goals
 - Led UX Metrics initiative to quantify design impact using criticality and usage trends
- UX & MARKETING CONSULTANT | Matt Urban Marketing & Design MAY 2020 – PRESENT
- Design and deliver UX and marketing strategies for startups, nonprofits, and local governments
 - Designed and launched 12 client websites with a focus on user experience and supported lead generation goals
 - Partnered with the City of Malden to educate business owners on service design and digital marketing strategies
- DIGITAL MARKETING CONSULTANT | Gannett | LocalIQ | WordStream JULY 2016 – MAY 2021
- Managed multimillion-dollar ad portfolios using Google Ads, Facebook, and SEO best practices
 - Spearheaded user research and customer journey mapping for small business clients

EDUCATION

- UX Design Immersive Bootcamp | General Assembly MAY 2021
- Bachelor of Science in Hospitality and Tourism Management | University of Massachusetts at Amherst