

MATTHEW M. URBAN

SENIOR PRODUCT / UX DESIGNER | AI-ENABLED B2B SAAS | UX RESEARCH

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SUMMARY

Senior Product / UX Designer with 5+ years designing complex B2B SaaS products. Experienced in AI-assisted accounting, payments, banking permissions, and resident tools. Uses research, product strategy, and hands-on design to turn customer problems into practical product decisions.

EXPERIENCE

UX DESIGNER | Buildium

OCTOBER 2021 - PRESENT

- Lead product design across three scrum teams working on AI-assisted accounting, payments, banking permissions, amenity booking, and calendar tools.
- Designed bill-validation and duplicate-detection workflows that help property managers catch invoice anomalies, work-order mismatches, and potential duplicate payments before approval.
- Led 75+ research studies across usability testing, interviews, surveys, concept validation, and Jobs-to-Be-Done; findings helped define MVP scope and roadmap priorities.
- Designed returned-payment automation after reviewing 602 UserVoice requests tied to \$410K MRR. Used competitive analysis, interviews, and six hours of usability testing to shape the final workflow.
- Designed amenity-booking flows that let property managers and residents create, approve, and edit reservations. Concept and usability testing helped the team define the MVP for a top-requested feature.
- Presented research at Buildium's Customer Conference (2023) and Sales Kickoff (2024). Also led a UX Metrics initiative that used product criticality and usage trends to track design impact.

UX & MARKETING CONSULTANT | Matt Urban Marketing & Design

MAY 2020 - PRESENT

- Designed and launched 12+ websites for startups, nonprofits, municipalities, healthcare providers, and research organizations.
- Managed projects from discovery through launch, covering workshops, information architecture, wireframes, responsive UI, content, SEO, and implementation.
- Partnered with the City of Malden to teach service design and digital marketing.

DIGITAL MARKETING CONSULTANT | Gannett | LocalIQ | WordStream

JULY 2016 - MAY 2021

- Managed multimillion-dollar advertising portfolios across Google Ads, Facebook, and SEO; led user research and customer journey mapping for small-business clients.

SELECTED PRODUCT DOMAINS

AI & ACCOUNTING Bill Validation · Duplicate Detection · Invoice Reconciliation · Vendor Bill Anomalies

PLATFORM & GROWTH Resident Add-On Adoption · Granular Banking Permissions · Owner Contributions · EFT Management

CAPABILITIES & TOOLS

STRATEGY & DESIGN End-to-End Product Design · Product Strategy · AI Product Design · Systems Thinking · Interaction Design · Information Architecture · Design Systems · Accessible Design (WCAG)

RESEARCH Usability Testing · Interviews · Concept Testing · Survey Design · JTBD · Journey Mapping · Research Synthesis

TOOLS Figma · FigJam · Miro · Looker · Heap · Airtable · Notion · Wix Studio

AI TOOLS Claude Code · ChatGPT · Codex · Gemini · NotebookLM

EDUCATION

UX Design Immersive Bootcamp | General Assembly

May 2021

Bachelor of Science, Hospitality and Tourism Management | University of Massachusetts Amherst

PROFESSIONAL DEVELOPMENT

CENTRE CENTER | JARED SPOOL Outcome-Driven UX Metrics · Advanced Strategic UX Research · What Have We Learned About UX & AI? · The Senior UX Path to Experience Strategist