




Matthew O'Leary

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 Portfolio: <https://mattoleary.design>

SUMMARY

Graphic Designer, Web Designer, and Creative Services Manager with 22 years of experience leading creative projects, managing design teams, and delivering high-impact visual solutions across print, digital, and marketing platforms. Demonstrated expertise in creative direction, web and graphic design, digital marketing, and production support, with a proven ability to coordinate timelines, optimize workflows, and uphold brand standards in fast-paced environments. Adept at cross-functional collaboration, mentoring, and driving innovation in creative services.

PROFESSIONAL EXPERIENCE

OBXtek / Defense Language Institute, Foreign Language Center – Monterey, CA

Production Support Specialist | *Dec 2024 – Present*

- Developed and maintained curriculum content on Canvas LMS for language learners across multiple programs, integrating visual and web design elements to enhance learning experiences.
- Implemented a high-volume document workflow supporting 14 languages and coordinated production timelines and assets, reducing turnaround time by 20%.

Foclarity AI – Santa Cruz, CA

Creative Consultant | *Jun 2023 – Nov 2023*

- Mentored and managed marketing and creative interns, fostering professional growth and team productivity.
- Conducted website audits for conversion, updated WordPress sites, and managed email marketing with Mailchimp, including list building and newsletter creation.
- Designed and updated digital assets, branding materials, and web content for multiple startups, ensuring visual consistency and effective communication.

Wiser Solutions – Remote

Senior Product Designer | *Apr 2022 – Mar 2023*

- Designed enterprise-grade retail and e-commerce tools, focusing on user interface, user experience, and cohesive visual branding.
- Collaborated with developers, product managers, and marketing to ensure seamless product delivery across web and mobile platforms.
- Created production-ready assets and maintained scalable design system documentation.

Axway – Remote

Senior Product Designer | *Mar 2018 – Apr 2022*

- Standardized branding across documentation sites, support portals, and web applications for distributed teams worldwide.
- Managed a team of designers on UI, web, and creative projects in a player/coach role, providing leadership and design expertise.

Kiteworks – Palo Alto, CA

Product Designer | *Aug 2014 – Feb 2018*

- Developed marketing materials, production-ready graphics, and web assets for enterprise software solutions, enhancing brand visibility and appeal.
- Collaborated with engineering teams to implement consistent visual design standards across digital platforms.

FastPencil – Campbell, CA

Creative Lead | *2011 – 2014*

- Shaped visual strategy and user experience for an innovative self-publishing platform, overseeing both graphic and web design initiatives.
- Directed freelance designers, implemented automated production workflows, and created scalable design templates and brand guidelines.

McDill Associates – Soquel, CA

Design Manager | *Sep 2008 – Nov 2011*

- Directed packaging production and graphic design for national retail brands, ensuring compliance and consistency across all deliverables.
- Coordinated with vendors and regulatory bodies to deliver approved packaging and marketing solutions.

West Marine – Watsonville, CA

Prepress Manager | *2002 – 2008*

- Built and maintained an in-house prepress workflow to streamline production of marketing collateral and digital assets.
- Oversaw production of print and web materials, ensuring brand alignment and timely delivery.

EDUCATION

University of California, Santa Cruz & San Jose State University

Studies in Fine Art & Graphic Design

SKILLS

- Creative Services Management

- Graphic Design (Print & Digital)
- Web Design & Development
- Digital Marketing
- Creative Project Management
- Print & Digital Production
- Asset & Version Control
- Web & Email Content Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- WordPress, Shopify & eCommerce
- Vendor & Stakeholder Coordination
- QA, Proofing & Brand Consistency
- Cross-Team Communication
- Workflow Optimization
- Creative Leadership & Team Mentoring
- Brand Management