



Matthew O'Leary

Designer & Digital Marketer

Seaside, CA

831-275-2566

mattosurf@gmail.com

[LinkedIn](#) | [Portfolio](#)

Professional Summary

Experienced Graphic Designer with a proven track record in developing design solutions that drive business growth. Advanced design skills for print and web, social media marketing, and branding. I leverage the best-in-class graphic design and web development tools to ensure innovative, beautiful, and effective solutions.

Skills

- Graphic Design
- Web Design and Development
- User Experience (UX) and User Interface (UI) Design
- Digital Marketing
- Identity and Branding
- Prototyping and Rapid Iteration
- Design System Creation and Maintenance
- Fashion and Product Photography (photo editing/asset management)
- Soft Skills (effective communication, collaboration, and problem-solving)
- Content Creation, SEO, and PPC optimization

Work Experience

Freelance Website and Graphic Design Seaside, CA

2016 – Present

- Design and develop websites for individuals and businesses
- Print Design - Packaging, Advertising and Signage
- HTML, CSS, Astro.js, Wordpress, Shopify
- Social Media Marketing
- Clients include: Big Surf Adventures, Khakis of Carmel, Santa Cruz Whale Watching

Senior Product Designer at Wiser Solutions San Mateo, CA (Remote)

April 2022 – March 2023

- Developed digital products for pricing and brand protection, enhancing overall product performance.
- Created Figma prototypes and ran iterative usability sessions with them.
- Refined design systems for brand consistency and scalability.
- Collaborated with Marketing to promote new products and educate customers.
- Crafted marketing and transactional emails using Mailchimp and SendGrid.

Senior Product Designer at Axway Phoenix, AZ (Remote)

March 2018 – April 2022

- Transformed product requirements into user flows, utilizing white-boarding and sketching.
- Conducted onsite and remote usability testing programs with customers.
- Established and maintained compliance with Web Content Accessibility Guidelines (WCAG) 2.0.
- Designed for web, mobile-web, and native platforms (Android and iOS).
- Authored content for UI, ensuring clarity in notifications, instructions, and button labels.

Product Designer at Kiteworks Palo Alto, CA

August 2014 – February 2018

- Redesigned the entire web UI, resulting in higher engagement and reduced churn.
- Crafted strategic product design solutions, informed by user research and usability testing.
- Wrote concise content for UI (notifications, instructions, and button labels)

Designer at FastPencil Campbell, CA

November 2011 – May 2014

- Redesigned the entire FastPencil cloud-based publishing platform, emphasizing overall experience and interface.
- Designed and developed book covers, templates, and marketing websites for authors.
- Digital Marketing for growth of core SaaS products, as well as for individual authors.

Design Manager at McDill Associates Soquel, CA

September 2008 – November 2011

- Managed design and development of consumer packaged goods.
- Ensured compliance with U.S. and Canada regulations for food package labels.
- Designed packaging, advertising, catalogs, signage, and marketing communications.

Prepress Manager at West Marine Watsonville, CA

October 2001 – September 2008

- Established an internal prepress department, saving approximately \$1 million over two years.
- Supervised image coordinator and prepress assistants.
- Designed logos, gift cards, coupon books, promotional signage, and other special projects.
- Created an in-house, large-format printing and signage service for corporate and store events.

Education

- Santa Cruz High School, Santa Cruz

High School Diploma

- UCSC, Cabrillo College, San Jose State University, UCSC Extension

Various studies with a focus on Fine Arts and Graphic Design and Production