

Matt O'Leary

San Francisco Bay Area



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Summary

Senior Product Designer with a demonstrated history of increasing the usability of digital products. Skilled in user flows, rapid prototyping, accessibility, and final design and specs. Passionate about continuous discovery and iterating for the benefit of customer and business goals.

Experience



Senior Product Designer

Wiser Solutions, Inc.

Apr 2022 - Present (1 year)

Design digital products and experiences that help brands and retailers make data-driven pricing, and brand-protecting decisions.

- Design dashboards, charts, and other tools that enable businesses to easily compare prices across different channels and markets.
- Collaborate with internal and external stakeholders, as well as product and design colleagues to ensure the best possible designs are built.
- Collaborate with developers to ensure that my designs can be implemented within the company's existing technology stack and UI framework. Strong understanding of front-end development principles and the ability to communicate effectively with developers.
- Conduct usability testing to ensure that my designs are effective and easy to use. Create test scenarios, recruit participants, and analyze results to identify areas for improvement.



Senior User Experience Designer

Axway

Mar 2018 - Apr 2022 (4 years 2 months)

- Transform product requirements and stories into user flows using a combination of discussions, whiteboarding and sketching.
- Information architecture, wireframing and prototyping with rapid revisions and experimentation while passionately advocating for the end user.
- Product design for web, tablet and phone (Android and iOS).
- Write application content and calls-to-action.
- Established usability testing program with customers - both onsite (moderated), and remote unmoderated usability testing using userbrain.net.
- Creation of assets and delivery of final assets to developers along with clear specifications.



Senior User Experience Designer

Kiteworks

Feb 2017 - Feb 2018 (1 year 1 month)

- Led product design of enterprise SaaS product (Kiteworks secure file transfer).

- Established research and usability studies program.

User Experience Designer

Kiteworks

Aug 2014 - Feb 2017 (2 years 7 months)

- Contribute to design of B2B enterprise software as design team member.



Design Specialist

FastPencil

Nov 2011 - May 2014 (2 years 7 months)

- Product designer of FastPencil 2.0 cloud-based publishing platform, developing overall experience, flow and interface.
- Designed covers, communications and book and author micro-sites.
- Art directed cover designs, illustrations and book marketing projects.
- Wrote support documentation and managed production of custom publishing projects.
- Designed book templates for automated book creation using Princexml.



Graphic Designer

McDill Associates

Sep 2008 - Nov 2011 (3 years 3 months)

- Managed the design and development of consumer packaged goods, specializing in food and beverage packaging
- Ensured food package label compliance (claims, nutrition, net contents, etc.) with U.S. and Canada regulations.
- Designed print, static and animated online advertising, product catalogs, in-store and event signage, presentations and marketing communications.
- Collaborated with account executives, clients and service providers to ensure all deliverables were produced accurately, on time and on budget.
- Created award-winning photo-illustrations for Martinelli's sparkling and organic apple juice lines.

Education



University of California, Santa Cruz



Cabrillo College



San Jose State University



Santa Cruz High School

Skills

Enterprise Software • Packaging Design • Publishing • UX Research • Pre-press • Typography • Art Direction • Graphics • User Experience • User Interface Design