



## Matthew O'Leary

### Creative Digital Marketing Specialist

Seaside, California

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

## Professional Summary

Experienced Digital Marketer and Designer with a proven track record of delivering marketing and design solutions that drive business growth. Skilled in digital strategy, social media marketing, branding, and print/web design. I leverage industry-leading tools to create innovative, visually compelling, and results-driven solutions.

## Skills

- Digital Marketing (Content Creation, SEO, PPC Optimization)
- Web Design, Development, and UX/UI Design
- Identity, Branding, and Design Systems
- Graphic Design (Print and Web)
- Prototyping, Rapid Iteration, and Testing
- Fashion/Product Photography and Asset Management
- Social Media Strategy and Marketing
- Effective Communication, Collaboration, and Problem-Solving

## Work Experience

### VP of Marketing

Foclarity AI, Santa Cruz, CA

*June 2023 – Present*

- Develop and execute a comprehensive marketing strategy, driving customer acquisition and business growth.
- Establish and strengthen the brand identity, ensuring clear and consistent messaging across all channels.
- Lead successful customer acquisition campaigns, optimizing for conversions and scaling efforts as the startup grows.
- Collaborate closely with the founder/CEO to align marketing with product development, enhancing user experience and customer satisfaction.
- Build strategic partnerships and relationships, increasing visibility and credibility in the market.

### Senior Product Designer

Wiser Solutions, San Mateo, CA (Remote)

*April 2022 – March 2023*

- Developed digital products for pricing and brand protection, enhancing product engagement and reducing churn.
- Created Figma prototypes to run usability sessions with customers and collaborate with Developers and Product Managers.

- Refined and applied Design System for brand consistency across newly acquired products.
- Collaborated with Marketing to successfully launch new products and onboard customers.
- Crafted marketing and transactional emails using Mailchimp and SendGrid.

### **Senior Product Designer**

Axway, Phoenix, AZ (Remote)

*March 2018 – April 2022*

- Transformed complex product requirements into user-friendly workflows.
- Conducted onsite and remote usability testing programs with customers.
- Established and maintained compliance with Web Content Accessibility Guidelines (WCAG) 2.0.
- Designed SaaS applications for web, and native platforms (Android and iOS).
- Managed and mentored small design team (3 other designers).

### **Product Designer**

Kiteworks, Palo Alto, CA

*August 2014 – February 2018*

- Redesigned the entire web UI of secure mail application, increasing adoption and renewals.
- Crafted strategic product design solutions, informed by user research and usability testing.
- Wrote concise content for UI (notifications, instructions, and button labels).

### **Design Lead**

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 and Design for growth of core SaaS products, as well as for individual authors.

### **Design Manager**

McDill Associates, Soquel, CA

*September 2008 – November 2011*

- Managed design and production of advertising (web and print), branded events, and consumer packaged goods.
- Ensured compliance with U.S. and Canada regulations for food package labels.
- Designed packaging, advertising, catalogs, signage, event branding and marketing communications.

## **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*