



Matthew O'Leary

Graphic and Product Designer

Seaside, California

831-234-7766

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

Professional Summary

Experienced Graphic and Product Designer specializing in enterprise SaaS, UX/UI, and graphic design. Proven track record in optimizing user experiences and developing design systems. Proficient in print, packaging, and publication design, as well as web design and development, marketing communications, and branding. I leverage AI when appropriate, ensuring innovative, efficient, and effective solutions.

Skills

User Experience (UX) and User Interface (UI) Design, Graphic Design, Web Design and Development, Mobile App Design, Identity and Branding, Prototyping and Rapid Iteration, Soft Skills (Effective communication, collaboration, and problem-solving)

Work Experience

Freelance Website Design and Development Seaside, CA

March 2016 – Present

- Design and develop websites for individuals and businesses
- User Experience and Interaction Design
- Wordpress development
- SEO optimization
- Design for accessibility
- HTML, CSS, JS, Astro.js

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 and rigorously tested prototypes.
- Led virtual meetings and conducted impactful usability testing sessions.
- 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.
- Authored content for UI, optimizing notifications, instructions, and button labels for enhanced user engagement.

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)

Design Engineer 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 product, as well as for individual authors.

Production 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.
- Conducted email campaigns using Mailchimp.

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 special projects.

Education

- UCSC, Cabrillo College, San Jose State University, UCSC Extension
Various studies with focus on Fine Arts and Graphic Design and Production
- Santa Cruz High School, Santa Cruz
High School Diploma