



Matthew O'Leary

Graphic and Product Designer

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

Professional Summary

Experienced Graphic and Product Designer with a proven track record in optimizing user experiences and developing design solutions that drive business growth. Proficient in all-around design for print and web, social media marketing, and branding. I leverage AI when appropriate to ensure innovative, efficient, and effective solutions.

Skills

- User Experience (UX) and User Interface (UI) Design
- Graphic Design
- Web Design and Development
- Production Design (packaging, signage, event graphics)
- Identity and Branding
- Prototyping and Rapid Iteration
- Soft Skills (effective communication, collaboration, and problem-solving)
- Social Media Marketing and Communications

Work Experience

Freelance Website Design and Development Seaside, CA

March 2016 – Present

- Design and develop websites for individuals and businesses
- Wordpress development
- SEO optimization
- HTML, CSS, 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 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.
- Wrote content for UI, optimizing notifications, instructions, and button labels.

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 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 focus on Fine Arts and Graphic Design and Production