Matthew O'Leary

Graphic & Web Designer | Creative Consultant

Seaside, California

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LinkedIn | Portfolio

Professional Summary

Experienced graphic and web designer with a strong background in branding, UI design, web development, and digital experiences. Passionate about crafting intuitive, visually compelling designs for web and product interfaces. Adept at balancing creativity with functionality to enhance UX and user engagement. Skilled in design systems, front-end visuals, and cross-platform consistency. Versatile and collaborative, with experience in agency settings, web development, and independent consulting.

Skills

- Web Design & Development (Astrojs, Tailwind CSS, WordPress)
- UI/UX Design & Prototyping (Figma)
- Identity, Branding, and Design Systems
- Graphic Design (Print & Digital)
- Front-End Development & Responsive Design
- Creative & Production Design (Print, Packaging, Signage)
- Conversion Rate Optimization (CRO) & A/B Testing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Email Marketing & Automation (Mailchimp, HubSpot)
- AI-Powered Content Creation & Workflow Automation for Speed and Efficiency
- Project Collaboration & Communication

Work Experience

Production Support Specialist

OBXtek (Defense Language Institute), Monterey, CA

December 2024 – Present

- Key team member focused on education technology and curriculum development for learning foreign languages.
- Edit and refine curriculum and instructional materials for clarity and effectiveness.
- Course development and support for Canvas as well as a custom LMS (Learning Management System).

Creative Consultant
Foclarity AI, Santa Cruz, CA
June 2023 – November 2024
- Shaped the brand's visual identity, ensuring cohesive design across all platforms.
- Designed key assets for web, presentations, and product interfaces.
- Provided strategic guidance on design and user experience, aligning with product development.

Senior Product Designer
Wiser Solutions, San Mateo, CA (Remote)
April 2022 – March 2023
- Designed digital products to help brands and retailers make data-driven decisions on pricing and brand protection.
- Created Figma prototypes for usability testing and collaborated closely with developers.
- Standardized design system elements across acquired platforms.

Senior Product Designer
Axway, Phoenix, AZ (Remote)
March 2018 – April 2022
- Transformed complex workflows into intuitive SaaS solutions for web, Android, and iOS.
- Led usability research and testing to refine product experiences.
- Ensured compliance with WCAG 2.0 accessibility standards.
- Managed and mentored a team of three designers.

Graphic & Web Designer
Matt O'Leary Design, Seaside, CA
January 2016 – Present
- Design and develop websites for individuals and businesses.
- Create branding, UI design, and interaction design for web and print.
- Develop and optimize landing pages, email campaigns, and social media graphics.

Product Designer
Kiteworks, Palo Alto, CA
August 2014 – February 2018
- Led product design for Kiteworks secure file transfer, an enterprise SaaS product.
- Conducted usability research and testing to drive data-backed UI improvements.

- Overhauled the application's UI and workflows, increasing usability and adoption.

Design Lead
FastPencil, Campbell, CA
November 2011 – May 2014
- Designed and refined FastPencil 2.0, a cloud-based publishing platform.
- Developed book covers, templates, and author marketing websites.

Design Manager
McDill Associates, Soquel, CA
September 2008 – November 2011
- Led the design and production of advertising (print/web), packaging, and event branding.
- Ensured compliance with U.S. and Canada regulations for food packaging labels.
- Managed creative projects from concept through production, working closely with clients and cross-functional teams.

Education

- UCSC, Cabrillo College, San Jose State University, UCSC Extension
  Various studies with a focus on Fine Arts, Graphic Design, and Production