



## Matthew O'Leary

**Graphic and Product Designer**

Seaside, CA | 831-234-7766

mattosurf@gmail.com

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

### Professional Summary

Experienced Graphic and Product Designer with a proven track record in developing design solutions that drive business growth. Advanced design skills for print and web, social media marketing, and branding. I leverage the best-in-class design and development tools (including AI when appropriate) to ensure innovative, beautiful, 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
- Design System Creation and Contribution/Maintenance
- Fashion & Product Photography/Photo Editing/Asset Management
- Soft Skills (effective communication, collaboration, and problem-solving)
- Social Media Marketing and Communications/Content Creation

### Work Experience

#### **Freelance Website & Graphic Design** Seaside, CA

*2008 – Present*

- Design and develop websites for individuals and businesses
- Print Design - Packaging, Advertising & Signage
- HTML, CSS, Astro.js
- Social Media Marketing
- Clients include: Big Surf Adventures, Khakis of Carmel, Santa Cruz Whale Watching

#### **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.

## **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)

## **Designer 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 products, as well as for individual authors.

## **Design 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.

## **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 a focus on Fine Arts and Graphic Design and Production*