

# MATT O'LEARY UX Designer

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Experience designer focused on creating delightful, useful and highly useable products while achieving business goals.

## Experience & Accomplishments

### Senior UX Designer, Accellion (2014–present)

Transform product requirements and stories into user flows using a combination of discussions, whiteboarding and sketching. Information architecture, wireframing and prototyping with rapid revisions and experimentation while passionately advocating for the end user. Product design for web, tablet and phone (Android and iOS). Write micro-copy and calls to action. Lead user testing and iterate based on feedback. Creation of assets and delivery of final assets to developers along with clear specifications.

### Creative Lead, FastPencil (2011–2014)

Designed FastPencil 2.0 (new version of FastPencil's cloud-based publishing platform), developing overall user experience, flow and interface. Created html prototype that was used to successfully sell the brandable publishing platform. Wrote support documentation for FastPencil 2.0. Art directed freelance designers and illustrators. Designed book covers for authors. Designed templates for automatic book creation. Designed marketing communications, landing pages, email campaigns and author web pages.

### Production Manager, McDill Associates (2008–2011)

Design and production of consumer packaged goods, specializing in food and beverage industry. Created print and animated online advertising, in-store and event signage and presentations. Prepared all approved designs against printer/converter specifications. Ensured food package label compliance (claims, nutrition, net contents, etc.) with U.S. and Canada regulations. Managed freelancers. Managed flow of images from on-site photo studio. Designed product line extensions, maintaining brand, design impact and consistency. Performed critical proofing and press checks. Created award-winning photo-illustrations for Martinelli's sparkling and organic apple juice lines.

### Prepress Manager, West Marine (2001–2008)

Established internal prepress department for West Marine, spearheading the transition from an expensive service bureau model to an in-house PDF-based workflow for the proofing and prepress of all catalogs, direct mail advertising, in-store signage and print advertising. This innovation cut time-to-press in half and saved West Marine approximately \$1 million over first two years. Supervised image coordinator and prepress assistants. Designed and produced logos, gift cards, coupon books, promotional signage and special projects. Ensured all work was on-brand.

## Other Accomplishments

Wrote multiple white papers on publishing and asset reuse best-practices as a consultant for OTB Solutions. Various freelance design projects including Wordpress development, identity packages, magazines and catalogs. Cofounder and art director of *The Juice*, Northern California's Surfing

*Magazine*. Donated event program, poster and advertising design for Children's Hospice & Palliative Care "Come Fly With Me" fundraiser.

## **Skills**

- User-centered experience and interface design; wireframes and user flows.
- Visual Design, asset and spec creation for web and mobile.
- Expert level skills in Adobe Creative Suite.
- Prototype creation with InVision.
- Writing ad-hoc product microcopy, help text and calls to action.
- User testing and research (with documentation).
- Experience with Agile workflows.
- Knowledge of brand standards creation and compliance.
- Customer service attitude with timeliness and attention to detail.
- Art direction and creative services workflows.
- Expert understanding of typography.
- CSS, HTML, Bootstrap, GitHub, Wordpress, Microsoft Office.
- Familiar with design standards for iOS and Material Design for Android.
- Familiarity with Sketch app.
- Writing, editing and presentation skills.
- Traditional illustration and painting.

## **Education & Training**

- Cooper U's Visual Interface Design: Goal-directed Visual Design process.
- University of California, Santa Cruz: Undergraduate fine arts studies including scientific illustration, life drawing, painting and art history.
- San Jose State University: Graphic Design Department course work in design, color theory, airbrush, silkscreen, 2- and 3-D fundamentals and typography.
- University of California, Santa Cruz Extension: Production techniques for the graphic artist series, advanced Photoshop composition and color theory and expression workshops.
- Employer sponsored: Breakthrough Thinking, Frontline Management and Workflow Automation using Applescript.

## **Online Portfolio**

<http://olearystudios.com>

## **References available upon request**