

# MATT O'LEARY UX DESIGNER

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Experience designer focused on creating highly usable, useful, and delightful products.

## EXPERIENCE

### **Senior UX Designer, Axway, Santa Clara, CA**

2018–present

**What I do:** 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.

### **Senior UX Designer, Accellion, Palo Alto, CA**

2014–2018 (Started as UI Design contractor, hired full-time 6-weeks later, promoted to Senior UX Designer in 2016)

**What I did:** Product design for web, tablet and phone (Android and iOS). Wrote micro-copy and calls to action. Lead user testing and iterate based on feedback. Created assets and delivered final assets to developers along with clear specifications.

### **Creative Lead, FastPencil, Campbell, CA**

2011–2014 (Started as design contractor, hired full-time 2 months later, promoted to Creative Lead in 2012)

**What I did:** Developed overall flow, interactions and visual design of FastPencil 2.0 – a complete refresh of the cloud-based publishing platform. Created html prototypes that were 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 and templates for automatic book creation. Designed marketing communications, landing pages, email campaigns and author web pages.

### **Production Manager, McDill Associates, Soquel, CA**

2008–2011 (Started as Production Artist, promoted to Production Manager in 2009)

**What I did:** Design and production of consumer packaging, specializing in food and beverage industries. Created print and online (animated) advertising, in-store and event signage and presentations. Prepared all designs against printer/converter specifications while maintaining design impact and brand guidelines. Ensured food package label compliance with U.S. and Canada regulations. Managed freelancers.

## OTHER ACCOMPLISHMENTS

Wrote multiple white papers on publishing best-practices as a consultant for OTB Solutions. Freelance design projects including Wordpress sites, identity packages and magazines. Co-founder and designer of *The Juice*, *Northern California's Surfing Magazine*. Donated program, poster and advertising design for Children's Hospice & Palliative Care "Come Fly With Me" fundraiser. Current side-project: [keeptheapostrophe.com](http://keeptheapostrophe.com) (with role of co-owner, store and web development.)

## SKILLS

- User-Centered Experience and Interface Design; wireframes and user flows.
- Rapid design and prototyping with Adobe XD.
- Sketch app, InVision, Zeplin workflows.
- User testing and research using various methods including interviews and observation.
- Remote user testing and review/sharing using Validately platform.
- Visual Design, asset and spec creation for web and mobile.
- Expert level skills in Adobe Creative Suite.
- Writing product microcopy, help text and calls to action.
- 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, Zurb Foundation, Bootstrap, GitHub, Wordpress, Microsoft Office.
- Familiar with Design Standards for iOS and Material Design for Android.
- Writing, editing and presentation skills.
- Traditional illustration and painting.

## EDUCATION & TRAINING

- Emotional Design Psychology & Neuroscience course with Brian Cugelman.
- Cooper U's Visual Interface Design: Goal-directed Visual Design process.
- University of California, Santa Cruz: 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

## REFERENCES AVAILABLE UPON REQUEST