

MATTHEW O'LEARY

Graphic Designer & Production Manager

Santa Cruz, CA | 831-275-2566 | matt@mattoleary.design | mattoleary.design | linkedin.com/in/matt-oleary

PROFESSIONAL SUMMARY

Graphic Designer & Production Manager with 20+ years creating polished, on-brand design across magazine publishing, CPG packaging, and enterprise marketing. Currently designing and producing California magazine (Cal Alumni Association) – building InDesign layouts, placing imagery, and maintaining visual consistency from first draft through press-ready delivery – while managing close printer relationships that guarantee flawless, on-spec output every issue. Expert in the Adobe Creative Suite (InDesign, Photoshop, Illustrator) with a strong eye for typography and layout, paired with the production discipline to see every piece through to a perfect final product.

CORE SKILLS

Design & Creative: Layout & Editorial Design (InDesign) · Typography, Composition & Visual Hierarchy · Brand Consistency & Style Guide Development · Packaging & Collateral Design · Photoshop (Expert) · Illustrator (Expert)

Production & Vendor Management: Printer & Vendor Relationship Management · Press Checks & Quality Control · Preflight (PDF/X) · Print Order & Paper Specification Coordination · Prepress Workflow Management

Publishing & Editorial: Magazine & Custom Publication Design · Page Mapping & Imposition · Proofing & Stakeholder Approval Cycles

Workflow: Independent Project Execution · Cross-Functional Collaboration · Fast-Turnaround Delivery

PROFESSIONAL EXPERIENCE

California Magazine (Cal Alumni Association) – Graphic Designer & Production Manager, Remote

(Contract) Aug 2026 – Present

Designing and producing the Fall 2026 issue of California magazine – building the InDesign layout, placing and refining images, and maintaining visual consistency across ads, inserts, and editorial pages. Manage the relationship with the printer (Quad) end to end, from press-ready file delivery through final proof approval, to guarantee flawless, on-spec output. Circulate layouts and proofs through Design Director and editorial approval cycles and produce final web and promotional assets post-print.

Matt O'Leary Design – Freelance Graphic Designer, Santa Cruz, CA 2010 – Present

Design press-ready and digital assets for 20+ client accounts, working independently from creative brief through final delivery – including FDA-compliant packaging design and a full website design and build (Astro/Tailwind) for a small tourism business. Manage printer and vendor relationships directly to ensure every project prints exactly as designed.

OBXtek – Production Support Specialist, Monterey, CA Dec 2024 – Oct 2025

Designed and developed hundreds of learning modules for Canvas LMS at the Defense Language Institute (DLI), building visual curriculum design within a government contract supporting soldiers learning 14+ languages and cultures.

Wiser Solutions – Senior Designer (Remote) Apr 2022 – Mar 2023

Led UX design across a suite of price management and optimization applications, maintaining design-system consistency and visual standards across the full product line.

Axway – Senior Designer (Remote) Mar 2018 – Apr 2022

Designed 300+ branded layouts across global sites and marketing campaigns, standardizing visual output through disciplined, template-driven design systems and cutting delivery time ~20%.

Kiteworks – Product Designer, Palo Alto, CA Aug 2014 – Feb 2018

Modernized the UI of the core web application, designing production-ready visual assets in close partnership with engineering while maintaining consistent visual and interaction standards.

FastPencil – Creative Lead, Campbell, CA Oct 2011 – May 2014

Led structured typographic systems across editorial and cover design for 50+ book covers and interiors annually, coordinating directly with print vendors and self-publishing platforms (KDP, IngramSpark) to achieve 95%+ first-pass file acceptance.

McDill Associates – Print Production Manager, Soquel, CA Sep 2008 – Nov 2011

Designed packaging and managed print production for 10+ national brands (Costco, Martinelli's, Rainbow Light) – building dielines and color separations while managing printer and paper supplier relationships to ensure on-time, on-spec, perfectly printed delivery.

West Marine – Prepress Manager, Watsonville, CA *Jan 2002 – Aug 2008*

Designed and built press-ready files for 800+ page national catalogs – preflight, color management, and imposition – managing printer relationships to maintain error rates below 1% across all deliveries.

EDUCATION

University of California, Santa Cruz – Coursework in Art, Design & Visual Studies