

MATTHEW O'LEARY

Print Production Lead | Magazines, Books & Catalogs

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PROFESSIONAL SUMMARY

Print production leader with 20+ years managing magazines, books, 800+ page national retail catalogs, and consumer packaging. Currently Designer & Production Manager for *California* magazine, taking each issue from layout through press with Quad. Build templates, file standards, and automated workflows that keep complex publications consistent and press-ready.

CORE SKILLS

- Production management: Schedules and page flow; editorial, design, and photo coordination; approval cycles; post-press archiving.
- Prepress, premedia, and print quality: PDF/X preflight; CMYK and Pantone color; image correction; color separations; imposition; proofing and press checks.
- InDesign systems and automation: Templates; parent pages; paragraph, character, and GREP styles; Find/Change; Data Merge; ExtendScript.
- Book design and production: Interior layout and typesetting; cover design with spine and bleed setup; long-document production; print-ready PDFs.
- Publishing and packaging: Magazines; books; retail catalogs; multilingual curriculum; accessible PDFs; packaging mechanicals and labels.
- Printer and vendor coordination: Offset, digital, screen, and large-format printing; file delivery; proof approval; quality control.
- Software: Adobe InDesign, Illustrator, Photoshop, Acrobat Pro; Enfocus PitStop; Jira, Trello, Airtable; Figma; Microsoft Office; ChatGPT, Claude.

PROFESSIONAL EXPERIENCE

Designer & Production Manager | *California* Magazine

Aug 2026 - Present | Cal Alumni Association | Remote, Contract

- Own magazine production from layout through press: page flow, ad preflight, image placement, and final files for editorial, advertising, and inserts.
- Manage the printer relationship with Quad, from file delivery and proof approval to press coordination, on a fixed publication schedule.
- Coordinate layout and proof reviews with the Creative Director and Managing Editor. Built the Fall 2026 class notes, obituaries, and masthead from scratch.

Production Consultant & Designer | Matt O'Leary Design

Jan 2010 - Present | Santa Cruz, CA

- Manage production for publishing, packaging, and collateral clients, coordinating print vendors from brief through delivery.

- Develop FDA-compliant packaging mechanicals and product labels.
- Create screen-print color separations for clients including O'Neill Surf Shop.
- Designed *Raw Star Recipes*, a 203-page, full-color cookbook by chef Bryan Au: interior layout, recipe styles, and print-ready files.

Production Support Specialist | OBXtek

Dec 2024 – Oct 2025 | Defense Language Institute contract | Monterey, CA

- Produced long-form foreign-language curriculum in InDesign.
- Standardized templates for 14+ languages and tracked work in Airtable.
- Performed QC and prepared accessible PDFs for government curriculum.

Senior Product Designer | Wiser Solutions

Apr 2022 – Mar 2023 | Remote

- Created production-ready assets and maintained scalable design system documentation for retail and e-commerce tools.

Senior Product Designer | Axway

Mar 2018 – Apr 2022 | Remote

- Built template-driven systems and standardized branding across global print and digital campaigns, documentation, and support portals.
- Managed a team of designers in a player/coach role.

Product Designer | Kiteworks

Aug 2014 – Feb 2018 | Palo Alto, CA

- Produced marketing materials, production-ready graphics, and web assets, and maintained consistent visual standards with engineering teams.

Creative Lead | FastPencil

Oct 2011 – May 2014 | Campbell, CA

- Designed and produced 50+ books: interiors, covers, and full cover spreads with calculated spines, building templates and style hierarchies for each.
- Directed freelance designers and implemented automated production workflows.
- Delivered files to printers, KDP, and IngramSpark with high first-pass rates.

Production Manager | McDill Associates

Sep 2008 – Nov 2011 | Soquel, CA

- Managed print production and designed packaging for national brands including Costco, Martinelli's, and Rainbow Light.
- Built dielines, spot-color separations, and regulated copy for multi-SKU packaging; coordinated printers and paper suppliers.
- Produced wayfinding and large-format signage for trade shows like PMA.

Prepress Manager | West Marine

Jan 2002 - Aug 2008 | Watsonville, CA

- Managed prepress for 800+ page national retail catalogs, including preflight, color management, pagination, imposition, and proofing.
- Coordinated print vendors and ran press checks at Midwest printers.

Co-founder | The Juice Surf Magazine

1994 - 2000 | Santa Cruz, CA

- Co-founded and ran an independent quarterly surf magazine, producing about 20 issues from editorial through print.

EDUCATION

University of California, Santa Cruz

Coursework in Art, Design & Visual Studies

San Jose State University

Coursework in Graphic Design