

# MATTHEW O'LEARY

Senior Graphic Designer & Production Manager Santa Cruz, CA | 831-275-2566 | [matt@mattoleary.design](mailto:matt@mattoleary.design) | [mattoleary.design](http://mattoleary.design) | [linkedin.com/in/matt-oleary](https://www.linkedin.com/in/matt-oleary)

## PROFESSIONAL SUMMARY

Senior Graphic Designer & Production Manager with 20+ years of expertise delivering high-volume, flawless assets across magazine publishing, CPG packaging, and large-scale print production. Currently managing end-to-end design and layout for California magazine—maintaining strict typographic systems and vendor relationships from initial draft to press. Proven track record of managing complex prepress workflows, multi-SKU retail rollouts, dielines, and color separations while consistently keeping error rates below 1%.

## CORE SKILLS

**Publishing & Editorial:** Magazine & Custom Publication Design, Page Mapping & Imposition, Book Interior & Cover Systems, Typography, Layout Systems & Visual Hierarchy, Proofing & Stakeholder Approval Cycles

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

**Packaging & Collateral:** CPG Packaging Design, Rigid & Flexible Dieline Management, Color Separations, FDA-Compliant Copy Placement, Branded Collateral, Multi-SKU Retail Rollouts

**Software & Tools:** Adobe Creative Suite (InDesign Expert, Photoshop Expert, Illustrator Expert), Typography & Grid Systems, Asset Management Systems, Digital Delivery Pipelines

**Workflow:** Independent Project Execution, Cross-Functional Collaboration, High-Volume Output, Fast-Turnaround Delivery

## PROFESSIONAL EXPERIENCE

### California Magazine (Cal Alumni Association) — Graphic Designer & Production Manager

Remote (Contract) | Aug 2026 – Present

Lead the layout design, image placement, and asset production for California magazine, maintaining strict visual and typographic consistency across all editorial pages, ads, and custom inserts.

Manage the end-to-end relationship with the print vendor (Quad), overseeing the workflow from press-ready file delivery through final proof approval to guarantee flawless, on-spec physical output.

Circulate complex layouts and proofs through the Design Director and editorial approval cycles, implementing fast-turnaround revisions under tight publishing deadlines.

Produce post-print digital and web-optimized promotional assets to support cross-channel marketing efforts.

### Matt O'Leary Design — Freelance Graphic Designer & Production Consultant

Santa Cruz, CA | 2010 – Present

Design and execute press-ready and digital assets for over 20 diverse client accounts, managing projects independently from initial creative brief through final production delivery.

Develop FDA-compliant packaging mechanicals and layout systems, ensuring absolute regulatory precision and adherence to strict manufacturing requirements.

Directly coordinate with external printers and fabrication vendors to oversee quality control, material spec choices, and final delivery workflows.

### OBXtek — Production Support Specialist

Monterey, CA | Dec 2024 – Oct 2025

Managed high-volume visual layout and asset production for hundreds of learning modules within a major government contract at the Defense Language Institute (DLI).

Standardized curriculum graphics and media assets to maintain structural consistency, clean typographic hierarchy, and rapid deployment schedules across 14+ language pipelines.

### Wiser Solutions — Senior Designer

Remote | Apr 2022 – Mar 2023

Managed production assets and design-system consistency across a complex suite of digital applications, ensuring rigid adherence to corporate brand guidelines and template structures.

Collaborated across remote teams to streamline asset handoffs, minimizing file errors and improving cross-platform deployment speeds.

### **Axway — Senior Designer**

Remote | Mar 2018 – Apr 2022

Designed and built over 300 highly structured, branded layouts across global web properties and physical/digital marketing campaigns.

Standardized corporate visual output by engineering disciplined, template-driven design systems that cut team asset delivery times by approximately 20%.

### **Kiteworks — Product Designer**

Palo Alto, CA | Aug 2014 – Feb 2018

Oversaw the modernization and production-ready asset delivery for a core enterprise web platform, working in close technical alignment with engineering.

Enforced rigid design-system parameters, ensuring every asset shipped met uncompromising functional, structural, and typographic standards.

### **FastPencil — Creative Lead**

Campbell, CA | Oct 2011 – May 2014

Led structured typographic systems and interior/cover design architectures for more than 50 books annually.

Coordinated directly with commercial print vendors and prominent self-publishing platforms (including KDP and IngramSpark) to achieve an exceptional 95%+ first-pass file acceptance rate.

### **McDill Associates — Print Production Manager**

Soquel, CA | Sep 2008 – Nov 2011

Designed high-impact packaging and managed comprehensive print production workflows for 10+ major national brands, including Costco, Martinelli's, and Rainbow Light.

Built and verified precise packaging dielines, handled complex spot color separations, and managed direct lines of communication with printers and paper suppliers to guarantee on-time, zero-error retail rollouts.

### **West Marine — Prepress Manager**

Watsonville, CA | Jan 2002 – Aug 2008

Designed, built, and optimized press-ready files for massive, 800+ page national retail catalogs.

Owned the full prepress ecosystem—including advanced preflighting, color management, and complex pagination/imposition layout schemes.

Managed key print vendor relationships directly, maintaining a remarkable file error rate below 1% across years of high-volume seasonal deliveries.

## **EDUCATION**

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