

# Alex O'Neal | Solving problems with design

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## Who I am

Exceptional product/UX designer. I solve complex problems with design strategy, code, taxonomy, IA, IxD, HCI, and UI, applying analytics and research. Product owner, Agile enthusiast.

## Fields, industries

Retail, AI, cloud, education, healthcare, IT, restaurant, library, risk management, social network, telecom, semiconductor, technology, startup, dot.com, writing. Fortune 500, in-house, in-house agency, agency start-up experience.

## Tools of the trade

### Apps, languages, tools

Adobe Creative Suite (CS1-CS6, CC): Photoshop, Dreamweaver, Fireworks, InDesign; Sketch; OmniGraffle; Balsamiq; HTML, HTML5; CSS3, Less, Sass; JavaScript (jQuery, D3, Dimple), PHP, AJAX; Java; Microsoft Visio, Office, Project; Atom, Sublime Text 3; Bootstrap 3, 4; Interwoven TeamSite; Drupal; WordPress; Morae, Silverback

### Metrics, analytics

Google Analytics, Yahoo Web Analytics, Adobe (formerly Omniture) SiteCatalyst, Ad Hoc Analytics (Test&Target); HBX; WebIQ; DoubleClick; R; Pajek (social network analysis)

### Expertise

B2B, B2C, C2C, data visualization, dashboards, mobile (Android, iOS, responsive web apps), product design, information architecture, product owner, usability testing, heuristics, e-commerce, brand, eLearning, front-end development, prototyping, content strategy, HCI, analytics, gamification, style guides, strategy, Scrum/Agile/kanban, Lean, cross-functional team leadership, social media, personas, wireframes, graphic design, SEO/SEM, training, writing

## What I've done

### UX designer, instructor, strategist

#### UXtraordinary

Greater Austin area, 2016 - present

UX, product design; strategy; service design; data visualization; development; research, analytics, testing, training.

- Contract UX work, multiple clients.
- UX and product designer, instructor, researcher. Courses include *MXV (minimum viable experience) for your MVP* and *Designing Beautiful, Usable Data* (dashboard design).
- Lead instructor for client General Assembly, Austin (2016-2018): four ten-week, 400+ hours boot camps (UX Design Immersive); transformed syllabus structure, improved lesson format, expanded and deepened UX content. Instructor, six self-developed workshops: wireframes; intro. to UX; data visualization usability.
- Consulting Chief Design Officer for IT services/AI startup Cocolevio (2017). Leadership, client UX design/ service design, development, brand, strategy, research.

### Senior UX architect

#### Dell (technology)

Round Rock, 2013 - 2016

SaaS UX architecture, responsive mobile design, data visualization, prototyping, ecommerce, taxonomy, light analytics and user research for in-house agency.

- 2015-2016. Led global IT Tools Innovation team: SaaS, dashboards, data visualization, web app design for sales, executive leadership, commercial, product management, and IT. Trained three new team members. Drove, developed data visualization accessibility and usability guidelines for Dell Design Library, Dell Brand.
- 2013-2014. Lead UX, Cloud Marketplace (largest Dell project, 2014). Designed complex interactions for cloud services using extensive research, innovation, taxonomy/content strategy, cross-team integration, and prototyping. Earned **Bronze**, then **Platinum** Award.
- 2013-2014. Lead UX for global taxonomy governance, go-to taxonomist; lead UX, Test and Target (A/B testing; ask about the test design that **raised revenue per visitor 36%**!); lead UX, masthead (global navigation).

## Professional development

### Training

**Knowbility:** Access U

**Remotely Possible: Remote Testing Lessons,**

Tomer Sharon and Steve Krug

**Which Test Won: The Live Event**

**Presenting Visual Information,** Edward Tufte

**UX World Tour,** Jakob Nielsen, Don Norman

**Mobile Design Patterns,** Theresa Neil

**Content Strategy,** Kristina Halvorson

**Taxonomy & Sharepoint,** Seth Earley

**Certified Scrum Product Owner,** SolutionsIQ

### Growth

**Creatives Meet Business, Website Edition:**

trainer, podcast contributor.

**GENaustin GirlConnect Code,** trainer.

**GirlConnect Women in Technology,** panelist.

**UXPA** Austin presenter, *Telling Stories with Narrative Taxonomy.*

**UT School of Information,** UX Careers, panelist.

**Austin Tech Women in Leadership,** panelist.

Publications:

*Intention-Focused Design: Applying Perceptual*

*Control Theory to Discover User Intent,* UXmatters

*Toward a More Cognitive Knowledge Management,*

LocalNet conference, Ottawa

UX Collective contributor

ScrumAlliance

Puget Sound SIGCHI, ACM SIGCHI

Seattle, Austin IxDA; AIGA; UXPA

## Education

### Bachelor of science, psychology

Texas Woman's University

- With highest honors (perfect TWU GPA).
- Member, Psi Chi, national psychology honor society. Dean's List.
- Concentrations in computer science, biology (including pre-med, neuroscience).
- Supervised therapist, autistic children.
- Long-term perception, cognitive research; strong experimental methodology, statistical science.
- Author/Presenter, 1999 TWU Annual Research and Creative Arts Symposium, *Interpreting Autism from the Language Acquisition Perspective to Better Understand Emotional and Linguistic Development.*

### Senior UX architect, acting product owner

**Kinnser Software (healthcare dot.com)**

Austin, 2012

Lead UX, healthcare dot.com SaaS. UX Product Owner (offshore + local Scrum team), SaaS design, prototyping, medical informatics, user research, usability testing, mobile, analytics.

Mobile usage increased 17%→28% over six months. Supported multiple Scrum, Kanban teams.

### UX, IxD architect

**Hoover's/Dun & Bradstreet (BI, risk management)**

Austin, 2011 – 2012

Data visualization, ecommerce, SaaS, mobile. Worked closely with usability research, testing. Contract. Internal agency.

- Profile feature redesign **raised revenue 84%**, increased form leads 33%.
- UX design, mobile app for business profiles.
- Product and UX design for executive risk management web app (SaaS), including data visualization and accessibility considerations.

### UX manager, product manager/owner

**Memory Lane/Classmates (social network)**

Seattle, 2008 – 2011

UX Manager; Scrum change management, UX; product owner, feature/ experience/ SEO Scrum teams; lead user researcher; SNA (social network analysis); A/B testing, BI analytics; UX strategy, taxonomy, user flow, use cases, wires.

- Targeted UGX (user-generated experience) strategy increased 1→many communication 181%, lifted 1→1 user-generated content 22%, and drove active user-generated content up 134%.
- Introduced web's oldest social network to SNA.
- Product owner (CSPO) for feature and SEO global virtual Scrum teams; brought UX feature team velocity up 50% in 3 mos. Built, improved relationships with off-shore teams.

### Web content owner, XA, analyst

**Texas Instruments (semiconductor)**

Dallas, 2006 – 2008

UX lead for RFID, broadband, microcontrollers, TIDC. Performed IA, UI, interaction design, wires, user research, taxonomy, content management, testing, design, program management, front-end development. Contract.

- RFID site redesign led to 122% click-through lift, 175% increase application views, 29% increase product views.
- Taxonomy skills "singlehandedly saved the launch" of Endeca-powered RFID parametric search tool.
- Analytics expertise, best practices led to inclusion in global actionable analytics board, representing web analytics.