



alex o'neal

solving problems with design

APPS

Sketch
Adobe CS
Photoshop
Illustrator
InDesign
Omnigraffle
Visio
Morae, Silverback
Google Analytics
Adobe Analytics
Atom, Sublime Text

SKILLS

product, UX design
wires, flows
interaction design
visual design
content strategy
taxonomy
field research
prototyping
user testing
analytics
usability
accessibility

CODE

HTML5
CSS3
Less, Sass, BEM
JavaScript
jQuery
dimple, D3
Angular
Bootstrap
npm, gulp

INDUSTRIES

education
retail, eCommerce
IT, technology
cloud
healthcare
BI analytics
social network
semiconductor
library

EDUCATION

Texas Woman's University
B.Sc., psychology
concentrations biology, computer science
with highest honors

CONTACT

alex@aeoneal.com
aeoneal.com
linkedin.com/in/alexoneal
m.214-893-9091

2016 -present UX designer, instructor

UXtraordinary | Austin, remote
Consulting UX and product designer, instructor, researcher, multiple clients. Highlights:

- **Lead instructor**, client General Assembly: four ten-week, 400+ hour UX Design Immersives boot camps; transformed syllabus, improved lesson format, expanded and deepened content. Also taught six self-developed workshops (IA, UX, data visualization).
- Consulting **Chief Design Officer** for AI/ IT services startup Cocolevio (2017). Client strategy, product/ UX/ service design; front-end development, prototypes; brand, design thinking; research; mentorship, training.

2013 -2016 Sr. UX architect

Dell | Round Rock, remote

- 2015-2016 Team lead, IT Innovations. SaaS product design, prototypes. Created data visualization/ dashboard style guide for Dell Design Library, Brand.
- 2013-2014 Lead UX, prototyper, Cloud Marketplace (largest 2014 Dell project). **Platinum**, bronze awards.
- 2013-2014 Lead UX, masthead, taxonomy, AB testing (ask about the design that **raised revenue per visitor 36%!**). SaaS, e-commerce.

2012 Sr. UX architect, acting product owner

Kinnser Software | Austin, Argentina
Sole SaaS product/ UX designer at healthcare dot com for multiple Scrum/ kanban teams. Acting UX product owner. Research, testing, prototyping, live style guide.

2011 UX architect

Hoover's (Dun & Bradstreet) | Austin

Contract UX designer. Fact sheet redesign **raised revenue 84%, increased leads 33%**. IA, IxD for Hoover's mobile app; IA, IxD, data visualization for risk management SaaS.

2008 UX manager, product owner

Classmates | Seattle

UX manager, product owner (feature/ UX/ SEO Scrum teams); lead researcher; SNA (social network analysis); A/B testing, BI analytics. Targeted user-generated experience strategy **increased 1→many communication 181%, lifted 1→1 user-generated content 22%**, and drove active **user-generated content up 134%**.

2006 -2008 Web content manager, XA (experience architect)

Texas Instruments | Dallas

Designed, managed online content, experience, analytics, SEO for RFID, broadband, microcontrollers, TIDC. RFID site redesign led to **122% click-through lift, 175% increase application views, 29% increase product views**.