



ALEX O'NEAL

PRINCIPAL PRODUCT DESIGNER, RESEARCHER

OVERVIEW

Principal UX and product designer with research, product management, and front-end development experience from concept to launch. Strengths: data visualization, taxonomy, and solving messy, complex problems with design.

PROFESSIONAL EXPERIENCE

Principal Product/UX Designer

Infor | fully remote 2019–Present

Design innovative, user-focused solutions for a highly complex global supply chain and logistics SaaS, providing leadership and collaboration in all areas.

- Design new features (e.g., transportation workbench, mobile shipment scanning); contribute usability enhancements; innovate feature upgrades and transformative design interaction.
- Introduced formal, consistent user interviews and usability testing.
- As part of a matrix team, support multiple product teams, manage priorities, and evangelize and improve collaboration across departments. Provide reporting, team insights for executive management.
- Co-chair, co-founder (dis)Able at Infor, an employee resource group.
- Teach relevant UX lessons, including: *Color Usability and Accessibility*; *How to Speak Designer* (best practices on working with designers); *English Web App Content for ESL Users*; *Test, Listen, Learn*, (testing best practices).

Instructor, Designer, Founder

UXtraordinary | Austin, TX; remote 2016-2019

Founder, UX consulting company specializing in teaching and data visualization. Consulting roles included:

- UX, product design workshop developer instructor. Courses include *MVX (minimum viable experience) for your MVP* and *Dashboard/Data Viz Usability*.
- Lead Instructor, four ten-week, full-time UX boot camps. Revised and expanded General Assembly curriculum, redesigned lesson format, did class service design; lesson format, new lessons added to global curriculum.
- Chief Design Officer, AI/IT start-up Cocolevio.

Sr. Principal Software Designer

Dell EMC (contract) | Round Rock, TX 2019

UX and product design: research, reporting, usability testing, wires, prototypes, customer journeys, personas, and service blueprints for in-house Services IT design agency; learned and used Salesforce Lightning, Apex, VisualForce.

- Lead designer for Engagement Standardization/Configuration Services project. Created detailed service blueprints, wires, and testing prototypes.
- Introduced global, moderated, between-subjects usability testing to help promote data-driven UX.

CONTACT

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Upcoming book
rosenfeldmedia.com/books/
usable-color/

EDUCATION

Texas Womans University
Denton, Texas | May 1999
B. Sci., Psychology
Highest honors (GPA: 4.0/4.0)

PROFESSIONAL DEVELOPMENT

Data Science Salon Austin
two-day conference (2019)

Remotely Possible: Remote Testing Lessons from Tomer Sharon and Steve Krug (2015)

Knowbility: Access U (2015)

Which Test Won: The Live Event (2015)

Mobile Design Patterns, Theresa Neil (2012)

Content Strategy, Kristina Halvorson (2011)

Certified Scrum Product Owner, Solutions IQ (2009)

Presenting Visual Information, Edward Tufte (2003)

UX World Tour, Jakob Nielsen (2001)

PROFESSIONAL EXPERIENCE, CONTINUED

Sr. UX Architect/Sr. eBusiness Consultant

Dell | Round Rock, TX; fully remote 2013–2016

Contract-to-permanent role allowed innovation, research, mentoring, teaching, coding, and collaboration in many key projects. Highlights:

- Team lead, global virtual IT Tools Innovation team (2015-2016). Mentored new team members, educated UI developers in UX. Lead designer, Executive Leadership Team sales analytics dashboard; lead designer, Commercial dashboard.
- Lead UX, Dell Cloud Marketplace (2013-2014). Designed and integrated requirements for three lines of business (Dell Software Group, Operations, and eDell); worked across all teams and levels to define minimum viable experience; designed innovative interaction, taxonomy; contributed research; coded prototypes. Feature ideas added to road map. Platinum Award (entrepreneurial spirit, innovation).
- "Ground-breaking" (per a director) data visualization accessibility/usability work added to Dell Design Library and brand standards.

Sr. UX Architect; UX Product Owner

Kinnser Software | Austin, TX 2012

Sole UX architect for medical SaaS, working closely with developers and product in Scrum, kanban environment. Provided product design, usability testing, prototyping; created style guide, including code library. Developed product design strategy for features, UX stories; acting PO, UX Scrum team.

Sr. Principal Software Designer

Dun & Bradstreet/Hoovers | Austin, TX 2011–2012

Project via Aquent. Part of global UED (User Experience Design) team for business intelligence provider Hoover's. Developed user flows, performed IA, designed highly usable features. Redesign of key Fact Sheet feature increased RPV 84%, decreased bounce, and increased form completion 33%.

UX Manager, Product Manager/PO

United Online | Seattle, WA; some remote 2008-2011

UX Manager, web's oldest social network. Led team of IAs under VP, Creative before migrated to VP, Product to lead two global, cross-functional Scrum teams. Developed data-driven C2C, B2C product UX strategy and innovative analytics. Lifted user-generated content 134%.

Web Content Manager, XA

Texas Instruments | Dallas, TX 2006–2008

Owned online experience for specific B2B and B2C apps and products, including RFID, MSP430, broadband, and TIDC. Performed front-end development, IA/taxonomy, UI, web-ready graphics, multimedia, internal search, content strategy, and SEO. (Ask me how my taxonomy skills "saved the day" for a major RFID feature launch!) Member, global site SEO and core company analytics teams.

RELEVANT SKILLS

APPS

Adobe CS
Photoshop
Illustrator
XD
Balsamiq
Figma
Google Analytics
InVision
OmniGraffle
Silverback
Sketch

CODE

Bootstrap
CSS, CSS3
HTML5
JavaScript
jQuery
dimple, d3
Angular

SKILLS

Accessibility
Content strategy
Design thinking
Findability, IA
Interaction design
Prototyping
Research, analytics
Taxonomy
Usability, user testing
Visual design
Wires, flows

INDUSTRIES

BI analytics
Cloud services
E-commerce, retail
Education
Healthcare
IT, technology
Library
Semiconductor
Social network
Supply chain, logistics