



ALEX O'NEAL

PRINCIPAL PRODUCT DESIGNER, RESEARCHER, WRITER
m. 214-893-9091 | alex@aeoneal.com

EXPERIENCE

Principal Product Designer

EVERACTIVE | fully remote | 2022

Designed software, contributed features, and performed user research to support innovative, green IoT.
Accessibility | Design strategy | Figma | IA | IxD | Prototypes | Taxonomy | UI | Usability testing | User interviews

Principal Product Designer

INFOR | fully remote | 2019-2021

Design innovative, user-focused solutions for a highly complex global supply chain and logistics SaaS.
Accessibility | Adobe | Data visualization | Figma | HTML/CSS/JS | IA | IxD | Prototypes | Taxonomy | User research

Instructor, Consultant, Founder

UXTRAORDINARY | Austin, remote | 2016-2019

Founder, UX company specializing in teaching and data visualization.

Adobe | FE dev | IA | IxD | Mentoring | Taxonomy | Scrum | Service design | Teaching | UI | Usability testing

Sr. Principal Product Designer

DELL EMC (contract) | hybrid | 2019

Design, service design, usability testing, wires, prototypes, personas, training, and user research for Services IT.
Accessibility | Adobe | FE dev | IA | IxD | Taxonomy | Salesforce | Service design | UI | Usability testing | VisualForce

Sr. UX Architect/Sr. eBusiness Consultant

DELL | hybrid → fully remote | 2013-2016

As part of large in-house UX agency, stood out for innovative, highly usable work in major projects including Cloud Marketplace platform and IT Tools Innovation. Received rare Platinum Award.

Accessibility | Adobe | Data visualization | FE Dev | IA | IxD | Mentoring | Taxonomy | Testing | Service design | UI | User research

Sr. UX Architect

KINNSER SOFTWARE | Austin | 2012

Sole UX professional for medical SaaS, supporting six+ Scrum/kanban teams.

Accessibility | Adobe | Data visualization | FE Dev | IA | IxD | Kanban | Product owner | Prototypes | Scrum | Style guide | UI | Usability testing | User research

Previous work includes, but is not limited to:

UX Architect

DUN & BRADSTREET
2011-2012

XA, Web Content Manager

TEXAS INSTRUMENTS
2006-2008

UX Manager, Product Manager, PO

CLASSMATES
2008-2011

Knowledge Engineer, Site Evolution Coordinator

NORTEL NETWORKS
1998-2001

Scan for portfolio (<https://aeoneal.com/cv>),
including references, skills, and case studies.

