



alex o'neal

solving problems with design

APPS

Adobe CS
Photoshop
Illustrator
XD
Balsamiq
Google Analytics
InVision
Omnigraffle
Silverback
Sketch
Visio
Visual Studio Code

SKILLS

product, UX design
accessibility
content strategy
design thinking
findability, IA
interaction design
prototyping
research, analytics
taxonomy, integration
usability, user testing
visual design
wires, flows

CODE

Bootstrap
CSS3
Less, Sass, BEM
HTML5
JavaScript
jQuery
dimple, d3
Angular
npm, gulp

INDUSTRIES

BI analytics
cloud services
e-commerce, retail
education
healthcare
IT, technology
library
semiconductor
social network

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

2019 Sr. UX architect

... Dell | Round Rock, remote

2013
-2016

- 2019 UX/product/service design, user/usability research. Lead UX, Engagement Standardization project, consolidating over a dozen complex apps into a simplified workflow while preserving detailed technical engineering requirements. Project-based contract.
- 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 IA, IxD, findability for SaaS, e-commerce. AB testing (ask about the design that **raised revenue per visitor 36%**!). Contract to perm.

2016 UX designer, instructor

-present UXtraordinary | Austin, remote

Consulting UX and product designer, instructor, researcher, multiple clients. Founder. Highlights:

- **Lead instructor**, client General Assembly: four ten-week, 400+ hour UX Design Immersives boot camps. Transformed syllabus, improved lesson format. Also taught self-developed workshops (IA, UX, Data Vis.)
- Consulting **Chief Design Officer** for AI/ IT services startup Cocolevio (2017). Client strategy, product/ UX/ service design; front-end dev; brand, design thinking.

2012 Sr. UX architect, acting product owner

Kinnser Software | Austin, Argentina

Sole SaaS product designer at healthcare dot com for multiple Scrum/ kanban teams. Acting UX product owner.

2011 UX architect

-2012 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

-2011 Classmates | Seattle

UX manager over IAs; product owner; A/B testing, BI analytics. Targeted strategy **increased 1→many communication 181%, lifted 1→1 user-generated content 22%**, and **raised user-generated content 134%**.

2006 Web content manager, XA (experience architect)

-2008 Texas Instruments | Dallas

Designed online content, IA, UX, IxD, findability, analytics, SEO for RFID, broadband, microcontrollers, TIDC. RFID site refresh led to **122% click-through lift, 175% increase application views, 29% increase product views**.