Alex O'Neal
principal product designer

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▸ **Multi-award UX designer** with 20+ years of experience in leveraging interaction design, information architecture, psychology, and a holistic understanding of the end-to-end user journey to craft innovative products and deliver world-class user experiences.

▸ **Trusted product designer** with a proven ability to ensure the user journey reflects the product vision by managing all aspects of design execution from vision, ideation, prototyping, dev collaboration, and launch. Expertise in data modeling, data visualization, and dashboards.

▸ **Articulate communicator and problem solver** who excels at translating product goals into a functional user experience and liaising between cross-functional stakeholders to resolve design issues and reduce points of friction in the name of usable, intuitive user experience.

▸ **Currently writing book *Usable Color* for Rosenfeld Media;** coming out 2023 (rosenfeldmedia.com/books/usable-color/).

CORE COMPETENCIES

- User Research and Analytics
- Persona Development, User Behavior Patterns
- End-to-End Product Design

- Data Visualization and Dashboards
- Current and Emerging UX Trends
- Cross-Functional Collaboration

- Information Architecture, User Flow
- Wireframing and Prototyping
- User Interviews, Usability Testing

PROFESSIONAL EXPERIENCE

EVERACTIVE | Fully Remote   2022
Principal Product Designer

Designed apps, contributed features, and performed user research to support innovative start-up providing batteryless sensors for IoT.

- Lead UX for largest digital product, Steam Trap Monitoring (STM). Developed highly usable, flexible, and innovative features such as taxonomy, table innovations, and dashboard email notifications, for apps STM, SteamWatch, and SteamAnalytics.
- Provided a strong foundation for design strategy and decision-making by analyzing user behaviors, needs, and motivations through user research methodologies such as usability testing and user interviews, capturing information for data-driven personas.
- Improved brand continuity and coherence by creating highly usable, accessible UI and data viz color palette.
- As part of new design team, contributed to the design of wiki, blog, and features; mentored; evangelized UX awareness.

INFOR | Fully Remote   2019–2021
Principal Product/UX Designer

Designed innovative, user-focused solutions for a highly complex global supply chain and logistics SaaS.

- Designed new features, usability improvements, innovative feature upgrades, and transformative design interaction.
- Introduced formal, consistent user research and usability testing to understand the impact of design on audiences.
- As a member of a matrix team, supported multiple product teams, prioritizing and promoting cross-departmental collaboration.
- Facilitated senior management decision-making and overview by providing reports and team insights.
- Co-chaired and co-founded an employee resource group, (dis)Abled at Infor.
- Taught 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*; and *Test, Listen, Learn*, (testing best practices), as well as customer insights.

DELL TECHNOLOGIES | Round Rock, TX, Hybrid   2019
Senior Principal Software Designer

Built UX and product design using research, reporting, usability testing, wires, prototypes, customer journeys, personas, and service blueprints for in-house Services IT design agency.

- Served as Lead designer for Engagement Standardization/Configuration Services project, creating detailed service blueprints, wires, and testing prototypes, supporting virtual global team. Extensive training in Salesforce configuration for prototyping.
- Promoted data-driven UX by introducing global, moderated, between-subjects usability testing.

UXTRAORDINARY | Austin, TX; Remote   2016–2019
Instructor, Designer, Founder

Founder, UX consulting company specializing in teaching and data visualization.

- Designed and provided courses on UX and product design, including MVX (minimum viable experience) for MVP (minimum viable product) and Data Visualization & Dashboard Usability.
- Consulted as Chief Design Officer for AI/IT start-up Cocolevio.
- Served as lead instructor in four ten-week, full-time UX boot camps; revised and expanded General Assembly Austin curriculum; redesigned lesson format, including class service design, adding improvements to GA global curriculum.

DELL | Round Rock, TX, Hybrid → Fully Remote   2013–2016
Senior UX Architect/Senior eBusiness Consultant

Contract to permanent role involving innovation, research, mentoring, teaching, coding, and collaboration in many key projects.

- Served as Team Lead for global, virtual IT Tools Innovation team. Led multiple innovative projects, mentored new team members, and trained UI developers in UX design. Lead UX for the Executive Leadership Team sales analytics dashboard;
- Lead UX for Dell Cloud Marketplace, designing and integrating 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. Honored with rare Platinum Award for entrepreneurial spirit and innovation.
- Developed "ground-breaking" data visualization accessibility/usability recommendations; added to brand, Dell Design Library.

PRIOR ROLES

Senior UX Architect/UX Product Owner, **Kinnser Software – Austin, TX | 2012**

Senior Principal Software Designer, **Dun & Bradstreet/Hoovers – Austin, TX | 2011 – 2012**

UX Manager, Product Manager/PO, **United Online – Seattle, WA | 2008 – 2011**

Web Content Manager, XA, **Texas Instruments – Dallas, TX | 2006 – 2008**

Founder, designer, developer, webmaster, **Gnoesys, the knowledge oasis; freelance – Dallas, TX | 2001 - 2010**

Knowledge Engineer, **Nortel Networks – Richardson, TX | 1998 - 2001**

EDUCATION

Bachelor of Science in Psychology, **Texas Woman's University – Denton, TX | May 1999**   *Highest honors (GPA: 4.0/4.0)*

PROFESSIONAL DEVELOPMENT

Data Science Salon Austin, AI and Machine Learning in Enterprise | Austin | 2019

Knowability: Access U (accessibility conference) | Austin | 2015

Mobile Design Patterns, Theresa Neil | Austin | 2012

Presenting Visual Information, Edward Tufte | Austin | 2003

UX World Tour, Jakob Nielsen | Dallas | 2001

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

Which Test Won: The Live Event | Austin | 2015

Content Strategy, Kristina Halvorson | Seattle | 2011

Certified Scrum Product Owner, Solutions IQ | Seattle | 2009

Member: AAAS, ACM, IAAP, IXDF, UXPA

TECHNICAL SKILLS

Apps: Adobe CS (Photoshop, Illustrator, XD), Balsamiq, Figma, Miro, Google Analytics, InVision, OmniGraffle, Sketch, and more.

Code: Bootstrap, CSS, CSS3, HTML5, JavaScript, jQuery, dimple, d3, Angular

Familiar with Lean, Agile, Scrum, kanban, waterfall, and hybrid product cycles.