

Alex O'Neal UX UI IA IxD Solutions, Vision

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Professional Development

Member, Interaction Design Association (IXDA) (2008+)
Member, Puget Sound SIGCHI (2009+)
Kristina Halvorson Q&A, Content Strategy Seattle, (2011)
Certified Scrum Product Owner, SolutionsIQ (Jan. 2009+)
Leading vs. Managing, IMS (2010)
Performance-based Hiring, The Adler Group (2009)
Leveraging the Digital Platform Google (TI, 2006; TI, 2007)
Presenting Visual Information, Edward Tufte (2003)
Worldwide Usability Tour, Jakob Nielsen (2001)

A unique blend of creative talent and business savvy and that equals results!

—Ellen Zeidler,
Director, TI

She dives into every problem and comes up with the most logical/innovative solution (and I always wonder how she does it and why I couldn't see it as clearly as she did).
...Alex is fun, unique, and a pleasure to work with.

—Jonathan Evans, IA,
Memory Lane

Who I am

- **Hoovers:** Transformed content strategy, IA, interaction for major profile feature. Targeted e-commerce revenue up 85%, overall revenue up 10%, bounce reduced.
- **Memory Lane:** Site Experience Scrum product owner for two cross-functional, global teams (United States, India). Increased project velocity 50% within first three months; improved relations across countries.
- **Memory Lane:** Message board/profile refresh project reduced bounce 55%, increased paid conversion 15%, and lifted user-generated content 22%.
- **Texas Instruments:** Developed user-centered content strategy refresh for RFID site. Taxonomy, UI, navigation refresh led to 122% click-through lift, 175% increase application views, and 29% increase product views.

Overview

- 14 years innovative UX problem solving: usability, IA (information architect), UX (user experience), HCI, IxD (interaction design); analysis, specs, site flow, wireframes, content strategy, game elements, prototypes, use cases, taxonomy, personas
- 14 years usability and web analytics, including SNA (social network analysis); process, group, one-on-one testing; A/B, multivariate statistics
- 14 years SEO (search engine optimization), internal search, (faceted navigation, keyword, hierarchical
- Proven track record developing and applying UX strategy to achieve B2B, B2C goals; social network, agency, e-learning, branding, high tech, CRM, web/desktop/mobile
- Outstanding writer, presenter: train, build consensus, and evangelize across variety of audiences, including VP, C-level executives.
- B.Sci., psychology, 4.0 GPA,; earned while working full-time
- Numerous work awards for technical innovation, outstanding customer service, creative design

What I can do

Apps, languages: Mac OS X, Windows. Adobe Creative Suite (CS1-CS5): PhotoShop, Dreamweaver, Illustrator, InDesign, Fireworks; OmniGraffle; Balsamiq; Axure; Microsoft Office (Access, Excel, PowerPoint, Word); Microsoft Project, Visio; HTML, HTML5, XHTML, CSS, JavaScript (including jQuery), PHP, light AJAX, Java, Perl; Interwoven TeamSite; SharePoint; Morae; WordPress, Drupal.

Metrics: Google Analytics, Yahoo Web Analytics, Omniture SiteCatalyst, HBX (with ReportBuilder), WebIQ, DoubleClick, Pajek

Expertise: user experience, information architecture, usability design, usability testing, heuristics, content strategy, human-computer interaction, actionable analytics, gamification, product owner, brand, creative vision, style guides, strategy, Scrum, cross-functional team leadership, performance-based hiring, change management, social media, e-commerce, online communities, web architecture, navigation, personas, wireframes, functional specifications, use case scenarios, graphic design, usability, SEO/SEM, prototyping, coding, taxonomy, metadata, B2B, B2C, Fortune 500, high-tech, telecom, retail, social networks, training, writing (technical, copy, news, educational)

CREATIVE! I can use that as one keyword for Alex. There are more, of course: resourceful, independent, cooperative, insightful... Alex is simply a great contributor to any team.

–Jeff Knowlton,
Internet Marketing
Manager, TI

Alex combines a passion for user-centric web usability with a strong statistical skill set. She provides actionable insights on the how & why of customer behavior, which helps shape everything.

–David Fenigsohn,
Marketing Manager,
Memory Lane

[Alex's] vast knowledge in information systems and web standards enable her to develop, create and implement quickly. ...Always current on the latest trends and technologies, her ability to manage multiple complex projects and excellent soft skills help to make her an asset in any environment.

–Marlene Evans,
Content Manager, TI

Working with Alex is a joy! She is intelligent, outgoing, approachable, and one of the most supportive co-workers I have ever had. She is

What I've done

Hoovers, a division of Dun & Bradstreet

UX, Interaction Designer

2011 - present

Contract via Aquent. Part of global UED (User Experience Design) team for business intelligence provider Hoover's. Gather requirements, produce user flows, develop use case analysis, design highly usable interactions and wireframes, and develop visual content strategy across multiple properties.

- Transformed content strategy, IA, interaction for company profiles (Fact Sheet), a major Hoover's feature. See numbers in *Who I am* section above.
- IA lead, final half of major new product initiative, D&Bi: performed requirements gathering, designed consistent UX strategy, complex report-building interaction.
- Solved a two-year-old content strategy problem for a key Hoover's feature within my first three weeks.
- Contributed IA design, content strategy for mobile implementation of Hoover's subscription product. IA, CRM application integration.
- Part of team style guide and standards development initiative. Audit cross-property interactions and styles to move toward consistent UX.

Memory Lane (formerly Classmates)

UX Manager

2008-2011

"Go-to person for UX." Reporting to VP, Creative Services, led four-person IA team as UX Manager, acting as UX ambassador to other departments, evangelizing and demonstrating UX value to business and technology. Re-org, change to Scrum moved UX Manager to Product, working as in-house consultant, analyst, and Site Experience Product Owner, reporting to VP, Product. Successfully developed and implemented UX integration plan for migrating from waterfall to Scrum. Highlights include:

- Targeted UGX (user-generated experience) strategy increased 1→many user communication 181%, 1→1 communication 22%, and drove active user-generated content up 134%.
- Developed UX quotient that integrated user-generated content, engagement metrics, user satisfaction, ROI, and more for highly specific, actionable analytics.
- Promoted best practices. Improved usability testing and user-centered research; performed process testing, task analysis, focus groups, interaction evaluation, content audit.
- Managed member-centric pages, content management projects.
- Introduced game elements (gamification), social interaction-based, and other targeted UX strategies. Increased revenue, user-generated content (see *Who I am* section above).
- Developed search personas; performed taxonomy audit, path analysis; developed detailed road map strategy; applied SNA (social network analysis) to user-generated content, behavior.
- Presented company-wide UX brown bags to raise awareness. Regularly presented to VP, C-level executives.

Texas Instruments

Content Manager, XA

2006-2008

Contract via Artech. As content manager, drove online experience for specific B2B and B2C Texas Instruments applications and products, including RFID, MSP430, broadband, and TIDC. Project managed major launches. Performed front-end development, navigation, IA, UI, analysis, visual design, and SEO.

not only an experienced and gifted UX professional, but also has the patience to help right-brained creatives (like me) better understand taxonomy, usability, network analysis, and SEO so that we can write more effective copy. Alex is a gem and any organization lucky enough to have her on their team will find her an invaluable resource.

—Nansi Hall, Writer,
Memory Lane

I worked with Alex on some of the empirical aspects of her work... This was fascinating work, a different approach to our analytics. Alex was one of the most analytically sophisticated managers I've ever worked with, and she taught me a lot about the application of that technique to user experience analysis.

—Greg Sawyer, BI
engineer, Memory Lane

Alex's awareness of best practices for working with global distributed teams has led to smoother relationships across remote centers and higher productivity. Alex is a true pleasure to work with.

—Geethika Gummadi,
Sr. Software Engineer,
Memory Lane

- Developed online UX strategies for core lines of business and products.
- Part of search team and core actionable analytics initiative for TI.com.
- Evangelized UX, style standards, usability and UX analytics.
- Twice received recognition despite contract status. Ask how my taxonomy skills “singlehandedly saved the launch” of an online parametric search tool for RFID!

Freelance consultant/DBA Numinocity

UX Designer/ Art Director/ Web Developer/ Writer

2001-2009

Clients as either self or DBA (doing business as) Numinocity include but are not limited to:

- **InStep Austin** (retail chain). Print and web design, web development, SEO consulting, database repair, content writing, medical illustration.
- **Merit Industries** (advertising agency, promotional manufacturer). Art Director, 7 - 9 member team; photographer; writer.
- **PLANT (Public Library Admin. of North TX)** (library administrator service). Project manager, information architect, graphic design, some ColdFusion.
- **Hill Country Animal Hospital**. Site design and development, graphic design, photography, writing.

Nortel Networks

Web Content Manager/ Knowledge Engineer

1998-2001

Numerous awards, several promotions for web work, training, and project management performed 1998 – 2001 (contract, then permanent):

- Content Manager/K.E. Developed IA, UI, HCI; usability researcher, database architect; Webmaster, partner site. Developed innovative taxonomy for site-wide personalization application. One Gold, two Silver Pride awards (cash recognition).
- Knowledge Engineer. Webmaster/IA/UI, Nortel's largest partner site, the NIC (Nortel Information Center). Developed GUI for open directory site and resolved technical and usability issues. Trained product web owners in web best practices, HTML, graphics, content strategy. Award.
- Sr. Database Specialist Designed e-learning site, Sales.com database, utilizing rich media techniques. Award.
- Database Specialist Developed new GUI for internal web application; resolved bugs, increased usage 35%. Established web analytics KPIs and dashboard. Trained EU counterparts in application maintenance.

Prior to the above web development roles, worked at Nortel Networks in short-term contract jobs as desktop, IT, and admin support.

Education

Texas Woman's University

B.Sci., psychology, 1999

GPA: 4.0/4.0

- Author/Presenter, 1999 TWU Annual Research and Creative Arts Symposium, *Interpreting Autism from the Language Acquisition Perspective to Better Understand Emotional and Linguistic Development*.
- Concentrations in computer science, biology; some fine art.
- Member, Psi Chi, national psychology honor society. Dean's List.
- Supervised lay therapist, autistic children ages 2 – 5.
- Graduated with highest honors while working full time.