

A unique blend of creative talent and business savvy and that equals results!  
—Ellen Zeidler, Director, TI

**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.** I highly recommend her talents and capabilities to anyone looking to improve their site and better engage with their customers.  
—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, Classmates

*Presenting Visual Information*, Edward Tufte (2003)  
*Worldwide Usability Tour*, Jakob Nielsen (2001)  
Certified Scrum Product Owner, SolutionsIQ, Jan. 2009  
Member, **Puget Sound SIGCHI**  
Five Earley & Associates  
taxonomy, SharePoint webinars (2009)  
*Search and Navigation*, Endeca (2007)  
*Leveraging the Digital Platform* Google (2006 and 2007)  
*Leading vs. Managing*, IMS (Institute for Management Studies) (2010)  
*Performance-based Hiring*, The Adler Group (2009)  
*Conflict Resolution & Management* (2009)  
*The Brown Symposium*, featuring Read Montague, Ed Diener, Tim Kasser. Southwestern Univ. (2005)

## Alex O’Neal, UX Designer, Strategist

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### Who I Am

#### Most recent accomplishments

- Targeted UGX (user-generated experience) strategy increased 1→many user communication 181%, 1→1 communication 22%, and drove active user-generated content up 134%.
- Drive UX as Scrum product owner for global site experience team (based in Seattle, Washington and Hyderabad, India). Increased project velocity 50% within first three months; specific redesign reduced bounce 55%, increased paid conversion 15%, lifted user-generated content 22%.
- Currently own two major initiatives: redesign key features, major social network; solutions development, smart content management tool.

#### The big picture

- 12+ years usability, UX (user experience), IA (information architecture), HCI (human-computer interaction); analysis, specs, site flow, wireframes, navigation, prototypes, use cases, personas, taxonomy
- 12+ years usability and web analytics, including SNA (social network analysis); process, group, one-on-one testing; A/B, multivariate statistics,
- 12+ years SEO (search engine optimization), internal search
- Proven track record developing and applying UX strategy to achieve B2B, B2C goals; social network, agency, e-commerce, branding, high tech, mobile apps
- Outstanding writer, presenter; known for successful UX solutions; exceptionally skilled in discovering requirements
- B.S., psychology, 4.0 GPA, with heavy computer science; earned while working full-time
- Numerous work awards for outstanding support, innovation

### What I Can Do

#### OS, servers

Windows 3.1-XP Professional, 2000 Server, IIS, Mac OS 7.x-X.x; Netscape Enterprise Server, Sun Solaris, Macromedia ColdFusion Server

#### Languages

HTML/XHTML; JavaScript/DHTML (including jQuery); CSS; XML, ASP/JSP, PHP. Light experience with Perl, Java.

#### Applications, skills

Adobe Creative Suite (CS1-CS4)—PhotoShop, Illustrator, InDesign, some Flash; Macromedia/Adobe Dreamweaver, Fireworks; Microsoft Office (Access, Excel, PowerPoint, Word); Microsoft Project, Visio; Interwoven TeamSite; Endeca; SharePoint 2003, 2007/MOSS; Pajek (SNA); Axure; Morae; Atlas. Web metrics tools include Google Analytics, Yahoo Web Analytics, Omniture SiteCatalyst, HBX (with ReportBuilder), and WebIQ; social media, online communities, web architecture, navigation, graphic design, training, usability, SEO/SEM; prototyping, coding; taxonomy, metadata, keywords; analysis, testing, ethnography.

Whenever confounded with a user experience issue, I have sought out her expertise. **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). On top of all of that, she has one of the most creative minds when it comes to analytics... and humor. Alex is **fun, unique, and a pleasure to work with.**

—Jonathan Evans, IA, Classmates

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 Gummedi,  
Sr. Software Engineer,  
Classmates

**I always think of Alex when I need a fresh point of view,** or to double-check my assumptions.

—Brian Alpert, Search Manager, TI

Alexandra is a highly talented and skilled colleague that **thoroughly enjoys creating intelligent web design.** Her 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, Internet Marketing  
Content Manager, TI

## What I've Done

### Classmates Online

Apr. 2008 – Present

#### UX Manager, Strategist; Product Owner

As the “go to person for UX” reporting to VP, Creative, served as UX architect, strategist, user advocate for social network. Currently report to VP, Product.

- Promoted best practices, evangelized UX awareness. Improved usability testing and user-centered research; performed process testing.
- Developed search personas; performed taxonomy audit, path analysis; developed detailed road map strategy; applied SNA (social network analysis) to user-generated content, behavior. Ask me about XQ, the holistic UX quotient I developed, which revealed connections between specific types of UGX (user-generated experience), web analytics, and satisfaction.
- In-house UX consultant and site experience product owner. Manage member-centric pages, content management projects; introduced game element-driven, social interaction-based, and similar targeted UX strategies.
- Presented training brown bags: *Why Taxonomy Matters: Taxonomy from the UX Perspective*, *Social Network Analysis*, and *Measuring What Matters*.

### Texas Instruments

Jul. 2006 – Apr. 2008

#### Content Manager, XA, Analyst

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 redesign, IA, UI, research/analysis, testing, graphic design, and SEO.

- Part of search team and core actionable analytics initiative for TI.com.
- Evangelized UX, style standards, usability and market research; performed analytics for multiple departments.
- Researched and developed user-centered taxonomy solution for low RFID site engagement. Home page, navigation refresh led to 122% click-through increase, 175% increased application views, and 29% increase product views. Recognition from internal client, manager. When RFID engineers could not, integrated 17 schemata into parametric search taxonomy; created tables for same. Per manager, “singlehandedly saved the launch.”
- Project managed campaigns; worked with marketing, e-mail, vendors.
- in-house content management tools LitDB (documents), PSBA (parametric search), and EMSG (application categories).

### Consultant

Mar. 2001 – Mar. 2009

#### UX Design, Graphic Design, SEO, Project Management

Clients as self or DBA (doing business as) Numinocity include: Web/SEO Consultant (IA, navigation, UI), Graphic Artist, Database Admin.—*InStep Austin*; Art Director (print, web, IA, UI)—*Merit Industries* (advertising agency); Sys admin, e-news, UI—*Christ Church*; UI, IA, PM—*PLANT (Public Library Admin. of North TX)*

### Nortel Networks

Apr. 1996 – Feb. 2001

#### Content Manager, Knowledge Engineer (Information Architect)

Numerous awards, several promotions for web work performed 1998 – 2001:

- **Content Manager/K.E.** Developed IA, UI, HCI; usability researcher, database architect; webmaster, partner site. Developed innovative taxonomy for site-wide personalization app. Three awards.
  - **Knowledge Engineer.** Webmaster/IA/UI, Nortel partner site. Award.
  - **Sr. Database Specialist** Designed training site, Sales.com database. Award.
  - **Database Specialist** Optimized UI, resolved bugs, Oracle database. Award.
- Pre-Feb. 1998: steady contract work providing desktop and IT support.