

2 Pages Seriously Worth Reading

Alex O'Neal, UX/IA Manager

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WHO I AM

Most recent stats

- For major social network, targeted UX strategy increased 1→many user communication 181%, 1→1 communication 22%, and drove active user-generated content up 134%
- For B2B site, application redesign increased click-through 122% and application engagement 175%

The big picture

- Proven track record developing and applying UX and web strategy to achieve B2B, B2C goals
- Experience working with/presenting to a variety of teams, from executives to engineers to marketers.
- Graduated with 4.0 GPA while working full-time.
- Numerous work awards; outstanding references
- 11+ years usability, UX (user experience), HCI, IA; visual language, site flow, use cases, func. specs, wireframes, prototyping, testing, strategy
- 15+ internal search, metadata, taxonomy
- 13+ years print and digital graphic design
- 11+ years external search (SEO)

WHAT I CAN DO

10+ years experience: Windows 3.1-XP Professional; Mac OS 7.x-X.x; HTML/XHTML; JavaScript/DHTML; Microsoft Office (Access, Excel, PowerPoint, Word); Macromedia/Adobe Dreamweaver, Fireworks, Flash; web metrics tools ranging from SurfReport to Omniture SiteCatalyst, HBX (with ReportBuilder), and WebIQ; web architecture, server maintenance, graphic design, training, usability testing and research, SEO/SEM; text editing/coding, prototyping; taxonomy, tagging, metadata, keyword/best bets

5-10 years experience: CSS; XML, ASP/JSP, PHP; Adobe CS1, CS2, CS3 (PhotoShop, Illustrator, InDesign, ImageReady, GoLive); Microsoft Project, Visio; Interwoven TeamSite; Microsoft IIS, 2000 Server

1-5 years experience: Endeca; Microsoft SharePoint; Pajek (social network analysis software); Quantcast, Compete, Comscore; Miva Merchant; RetailPro; RealMedia; Camtasia

WHAT I'VE DONE

Classmates Online: UX Manager, Site Experience Product Owner

Apr. 2008 – Present
Seattle, WA

Exported from Texas to Seattle to lead UX strategy for the Internet's oldest social network, evangelizing, building consensus, and integrating UX into project flow. Mentor creatives in UX; presented brown bags in taxonomy, social network analysis (SNA). Perform user-centered research, SNA; improved usability testing. Certified Scrum (Agile) Product Owner leading Seattle-Hyderabad site experience and search/acquisitions development teams; drove improved process that increased development velocity 50+% within three months. Report to VP, Product Development; formerly reported to VP, Creative Services. *See stats above.*

Texas Instruments: Content Manager, XA, IT Business Analyst

Jul. 2006 – Apr. 2008
Dallas, TX

Owned online experience for specific B2B and B2C Texas Instruments applications and products, including RFID, MSP430, broadband, and TI Developers Conference. Project managed major launches. Performed front-end development, navigation design, IA, UI, web-ready graphics, multimedia, internal search, and SEO.

- Part of core search team and core actionable analytics initiative for TI.com.
- Developed application-based strategy for RFID audience: restructured navigation, home page UI, and content redesign led to **122% click-through increase** from home, **175% increased application engagement**, and **29% increase in product views**. Developed wireframes, site flow, UI, navigation, and SEO, and taxonomies in keeping with TI.com best practices and branding.
- Lifted organic search and web engagement results across the board.

Consultant: Graphic Design/Web Development/SEO

Mar. 2001 – Mar. 2009
Austin, Dallas, TX

Clients as self or DBA (doing business as) Numinocity include: Web/SEO Consultant, Graphic Artist, Database Admin – *InStep Austin*; Art Director, Photographer – *Merit Industries*; System Administrator – *Christ Church (largest U.S. Episcopal parish)*; Project Manager – *PLANT (Public Library Administrators of North Texas)*; Webmaster, e-commerce – *Inthegno jewelry*

Nortel Networks: Web Content Manager, Knowledge Engineer

Apr. 1996 – Feb. 2001
Richardson, TX

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

- **Web Content Manager.** Project managed data migration from Nortel's largest partner site into personalized application. As Site Evolution Coordinator, integrated 160+ "rogue" product sites and company site schema into a faceted taxonomy for sitewide personalization, Worked with SMEs (subject matter experts) in many groups to determine needs and build consensus.
- **Knowledge Engineer.** Webmaster, Nortel Information Center. Developed back- and front-end IA, created branded UI, increased security; doubled visits.
- **Sr. Database Specialist** Developed multimedia (flash, video) training site
- **Database Specialist** Resolved year-old issues in less than two weeks. Efforts resulted in 35% increase in downloads; error rate reduced from 43% to 0.5%. Pre-Feb. 1998: steady contract work providing desktop and IT support.

AMIGOS Bibliographic Council: Sr. Library Technician/Project Manager

1991-1993
Dallas, TX

Performed internal search optimization, taxonomy, and metadata conversion for cataloged items; cataloged new inventory; provided project management, training, and supervision for individual client libraries efforts. Promoted in under four months.

Chippenhook, Ltd: Database Administrator/Special Project Manager

1990
Lewisville, TX

For custom projects at a premier jewelry display/fixture company, I did it all: developed and maintained a Paradox for DOS database; developed and costed new products; designed displays; and created wireframes and diagrams with CAD.

HOW I KEEP GETTING BETTER

- *Summa cum laude* B.S., psychology, Texas Woman's University, May, 1999; concentrations in computer science, biology, art; some graduate studies
- *Leading vs. Managing*, IMS (Institute for Management Studies), 2010
- Certified Scrum Product Owner, SolutionsIQ, Jan. 2009 (integrated UX into Agile transition)
- *Performance-based Hiring*, The Adler Group, 2009
- *Conflict Resolution & Management*, 2009
- Five Earley & Associates taxonomy webinars, 2009
- Endeca Search and Navigation, 2007
- *Leveraging the Digital Platform* (plus numerous working sessions), Google, 2006 and 2007
- The Brown Symposium (featuring Read Montague and Ed Deiner), Southwestern University, 2006
- *Presenting Visual Information*, Edward Tufte, 2003
- Worldwide Usability Tour, Jakob Nielsen, 2001
- Numerous online and class-based computer science coursework.

Self-authored presentations and papers

- *Designing for Purpose: Perceptual Control Theory and User-Centered Design* (2009)
- *Measuring what Matters* (one of four presentations, Classmates brown bag, 2009)
- *Why Taxonomy Matters: Taxonomy from the UX Perspective* (Classmates seminar, 2008)
- *Social Networks* (Classmates brown bag, 2009)
- *Toward a More Cognitive Knowledge Management* (technical paper, LocalNet2000, 2000)
- *Structured Creativity* (Consultant presentation promoting creative problem-solving, 2003)
- *Interpreting Autism from the Language Acquisition Perspective to Better Understand Emotional and Linguistic Development* (TWU, Annual Research and Creative Arts Symposium, 1999)