

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

–Ellen Zeidler, Director, TI

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, Classmates

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)

Leading vs. Managing,
IMS (Institute for
Management Studies) (2010)

Performance-based Hiring,
The Adler Group (2009)

*Conflict Resolution &
Management* (2009)

Certified Scrum Product Owner,
SolutionsIQ, Jan. 2009

Five Earley & Associates
taxonomy webinars (2009)

Search and Navigation,
Endeca (2007)

Leveraging the Digital Platform
Google (2006 and 2007)

The Brown Symposium
(featuring Read Montague,
Ed Deiner), Southwestern
University (2006)

Alex O'Neal, UX/IA Manager, Strategist

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Who I Am

Most recent accomplishments

- Drive site experience and search as product manager, two global (Seattle, Washington–Hyderabad, India) Scrum teams. Increased velocity 50% within first three months.
- For major social network, targeted UX (user experience) strategy increased 1→many user communication 181%, 1→1 communication 22%, and drove active user-generated content up 134%

The big picture

- 12+ years usability, UX (user experience), HCI, IA; strategy, taxonomy, process flow, use cases, wireframes, prototypes,
- 12+ years usability, BI, web analytics; behavioral, interaction data analysis, taxonomy design; business case/risk analysis
- 12+ years search engine optimization, internal search
- Proven track record developing and applying UX strategy to achieve B2B, B2C goals
- Experience building relationships with and presenting to a variety of audiences and departments.
- B.S., psychology, 4.0 GPA; earned while working full-time.
- Numerous work awards for dedication, innovative work

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, distant experience with Perl, Java.

Applications

Microsoft Office (Access, Excel, PowerPoint, Word); Microsoft Project, Visio; Macromedia/Adobe Dreamweaver, Fireworks; Adobe Creative Suite (CS1-CS4)–Photoshop, Illustrator, InDesign, ImageReady, Flash; Interwoven TeamSite; Endeca; MOSS SharePoint; Pajek (SNA); Axure; Atlas. 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

Environments

Waterfall, Scrum (Agile) development; agency, corporate, self-employed; high-tech, telecom, social networks, e-commerce, B2B, B2C.

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

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

—Brian Alpert, Search Manager, TI

C R E A T I V E! 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

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/IA Manager; Product Owner

As the “go to person for UX” reporting to VP, Creative, led strategy for the Internet’s oldest social network.

- Promoted best practices, new approaches, mentored creatives, built UX awareness across departments. Presented brown bags on topics including taxonomy, social network analysis, and UX analysis. Worked initially within Creative and then from Product. Integrated UX into Scrum (Agile) project flow when migrating from waterfall.
 - Perform UX-centered research, SNA (social network analysis)
- As Scrum Product Owner, currently drive site experience and SEO/acquisition (two global teams). Report to VP, Product Development.

Texas Instruments

Jul. 2006 – Apr. 2008

Content Manager, XA, IT Business Analyst

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

User-centered taxonomy, navigation, home refresh for RFID led to 122% click-through increase, 175% increased application views, and 29% increase product views. Developed parametric search taxonomy and tables for RFID web app.

Consultant

Mar. 2001 – Mar. 2009

Graphic Design/Web Development/SEO

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

Nortel Networks

Apr. 1996 – Feb. 2001

Web Content Manager, Knowledge Engineer

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

- **Web Content Manager.** Project manager, data migration static partner site into dynamic web application; Site Evolution Coordinator (taxonomist, user requirements SME). Authored, presented one paper, *LocalNet2000, Towards a More Cognitive Knowledge Management*. Three awards.
- **Knowledge Engineer.** Webmaster, Nortel partner site. Developed back-, front-end IA, increased security; doubled visits. One award.
- **Sr. Database Specialist** Created training site, Sales.com database.
- **Database Specialist** Optimized UI, resolved bugs, Oracle database. One award.

Pre-Feb. 1998: steady contract work providing desktop and IT support.

AMIGOS Bibliographic Council

1991 - 1993

Sr. Library Technician/Project Manager

Performed internal search optimization, taxonomy, and metadata conversion for card catalogs; cataloged new inventory; provided project management, training; team lead. Promoted in under four months.