

RESUME FOR:

# Brian O'Neill

Principle Product Designer & UX Consultant

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I use my 19 years of design experience to turn great business ideas into useful, usable, and beautiful software products.

Future of Music Coalition, Consulting Product Designer

Jan 2014—October 2015

Designed and launched the Future of Music Coalition's Artist Revenue Streams Survey Data Portal. I oversaw the entire design process from persona development through UI/UX design, and also did the HTML/SASS/JS development (mobile+desktop). The service exposes real, quantitative data from the first large survey on the income streams of working musicians.

**Fidelity**



Apptopia, Consulting Product Designer

February 2015—August 2015

Designed the first version of Apptopia's analytics product, a SAAS that estimates and visualizes download and revenue data for all apps in iTunes and Google Play. Designed for mobile app publishers and developers, Apptopia had a successful launch in June 2015 (publicly reporting \$51,000 in MRR as of Oct. 2015). After much ideation, whiteboarding, and sketching, I delivered the final visual designs and much of the front-end SLIM/CSS/JS code.

 JPMorgan Chase

 tripadvisor

**DataXu**  
Data. Insight. Action.

Dispatch, Consulting Product Designer

March 2014—December 2014

As designer, product manager, and eventually creative director, I oversaw the design of Dispatch's Technician app MVP. This app allows an enterprise to mobilize its workforce [of home service technicians] to receive/accept jobs, perform job scheduling, quote a job, execute the job, communicate about issues, and take payment from customers. After providing detailed wireframes and workflows for over 120 screens, I moved into a creative direction role and managed two additional visual/interaction designers. I also served briefly as product manager, and helped the business learn to use design thinking methods to solve business problems.

 accenture

  
Dispatch

**INFINIO**

**MITRE**

## Kyruus, Consulting Product Designer

June 2014—September 2014

ProviderMatch enables care provider schedulers to more efficiently match patients to qualified, available specialists at health care organizations that need to balance supply/demand. Kyruus asked me to provide a vision design for what their product could look like if time, engineering, and business constraints were lifted and usability and UX issues were given priority attention. The designs were later used to steer the product roadmap.

## Elysium, Consulting Product Designer

September 2011—April 2014

I provided all of the UX, UI design, and most of the front-end code for Legion Patent (legionpatent.com), a first-of-its-kind collaborative patent analysis tool for teams working on invalidity and infringement cases around IP. This SAAS service ingests and reformats standard PDF patents into a format that allows teams to share notes and markup, compare or "diff" related clauses, visualize the clauses in a tree structure, and more.

## Infinio Systems, Consulting Product Designer

December 2012—November 2013

I designed and prototyped the primary dashboard and installer for the company's first product, Accelerator. Winner of the 2013 VM World Best New Technology Finalist award, Accelerator is a software cache that utilizes memory to offload storage/disk requests in the data center and helps customers utilize their available storage to its maximum potential before buying more. My job was to allow customers to see the performance gains and cost savings.

## NetApp, Consulting Product Designer

20011—Sept 2012

Consultant and lead designer for NetApp's performance-management software. Insight Balance (formerly Akorri Network's BalancePoint) won Storage Magazine's 2010 and 2011 Storage Management Product of the Year. I ran several usability and research sessions, and coached product management on design thinking. Evangelized UX and design thinking with lead engineers and technical directors. Lots of strategy work, concept design, sketching, data visualization work, and some prototyping.

## FULL-TIME POSITIONS (SINCE 1999)

- Eons.com, Dir. of Design ('06-'07)
- Etrade/JPMorgan/BrownCo, Design Lead ('05-'06)
- Fidelity Investments, Lead Designer ('03-'04)
- Terra Lycos, Lead Designer ('00-'03)
- SmartPlanet.com/ZDNet/Cnet, Web Designer ('99-'00)

## EDUCATION, LANGUAGES, &amp; TIDBITS

## Northern Arizona University

Bachelor of Music in Instrumental Performance  
percussion studies, *summa cum laude*.

- I'm still a professional musician (crashandboom.com)
- I speak and write Portuguese and Spanish intermediately

## RELATED AWARDS (INFINIO, AKORRI)

- 2013 VMWorld Best New Technology Finalist
- 2013 MassTLC Startup to Watch
- 2011, 2010 Storage Magazine's Product of the Year

## ...AND FOR YOU MACHINES, MY KEYWORDS:

User experience web designer, application & interaction designer, mobile, information architect, design management, web-standards expert, web developer. Usability testing, customer research, persona development, design process management with AGILE. Design technologies: HTML5, CSS, CSS3, HAML, SLIM, HighCharts, data visualization, Javascript and JQUERY, AJAX. Comfortable working in Ruby on Rails, PHP/MYSQL, Drupal, Django, Cold Fusion (CFML), ASP, JSP/STRUTS. Search Engine Optimization (SEO) specialist. RSS, 508, WCAG, Accessibility expertise. IxDA. Industries: Cloud, IT, SAN / storage / server virtualization, financial services, travel, survey science, music, health / fitness, language learning, boomers and seniors.