

Brian O'Neill, User Experience & Interaction Designer
info@rhythmspice.com
www.rhythmspice.com
1.347.482.1775
Cambridge, MA

KEYWORDS

User experience web designer, interaction designer, information architect, design management, web-standards expert, web developer. Usability testing, customer research, persona development, design process management with AGILE. Design technologies: XHTML, HTML5, CSS, dHTML, Javascript including JQUERY, AJAX. Comfortable working in Ruby on Rails, PHP/MYSQL, Drupal, Cold Fusion (CFML), ASP, JSP/STRUTS. Search Engine Optimization (SEO) specialist. RSS. 508, WCAG, Accessibility expertise. Wireless/mobile. IxD. Sectors: Financial services, active trader, brokerage, travel industry, survey science, data visualization, language learning, designing for boomers and seniors.

CURRENT POSITIONS

Independent consultant: user experience & interaction design

I have been designing websites and applications since 1996. In 2007, I became a full time independent consultant doing business as Rhythmspice Media. Many of my clients are startups who need help designing useful, usable, and beautiful web applications. Often times, this means introducing design thinking and design processes to companies who may have a sales or technology-driven practice that is leaving the human element in the background. As each project is different, I have developed my skills over time to provide design+business goal definition, IA, UI/visual design, front-end development, accessibility, low-cost usability/design research, data visualization, and team development services. I believe all of these skills are required to design software that delivers great user experiences. See my LinkedIn profile for references, my web portfolio, and my client list.

TravelDragon.com, Founder & Chief Design Officer

In 2009, I redesigned and became a partner in TravelDragon.com, the world's first search engine of trips and accommodations from boutique and experiential travel operators from around the world. Currently, I am acting as CDO, managing the product ideas, design, and development along with my partner and CEO, Kathy Dragon. Since joining, I have created a lead-capture system and robust trip-entry CMS that feeds the results of the faceted search engine I also designed and built. Additionally, our travel content can be syndicated out to social media outlets automatically, which helps achieve our goal of reducing the time operators need to spend marketing their trip inventory. I also architected the original database model for the app, and have since upgraded it to allow TravelDragon to become a white-label product for business-to-business deals. Recently, we improved our operator registration process, speeding up the on-boarding of new travel providers.

PREVIOUS FULL TIME EXPERIENCE

Eons.com, Director of Design and User Experience

Internet startup founded by Jeff Taylor, former CEO of Monster.com

February 2006 - February 2007

- Lead the information architecture, interaction, and visual design of the original Eons.com site. While hiring and managing a team 2-3 designers plus a brand agency, launched seven products/verticals in about six months during August 2006 ranging from content/blog publishing sites to life-goal and social-media applications.
- Designed authentication systems to encourage customer sign-up leading to 100,000 registered members in the first year of business.
- Helped integrate Agile and User Experience methodologies by growing the technical skillset of the design team members. This enabled releases every two weeks with each designer responsible for most of the front-to-back design work on their assigned product.
- Conducted and began a usability / user validation program to put a check on the rapid Agile development style embraced by the engineering and product groups.
- Architected, prototyped, and coded much of the original front-end XHTML/CSS for the site, employing Web Standards methodologies to reduce page load time, maintenance, and accessibility burdens.
- Architected the design and the underlying data model for the Travel vertical (which currently lives as TravelDragon)

BrownCo (BrownCo.com) & ETRADE — Experience Design Lead

BrownCo was a division of JP Morgan Invest, LLC (JP Morgan Chase) sold to ETRADE in 2006.

January 2005 - February 2006

- As part of an entire trading system and website overhaul, conducted user research, ideation, and design of the information, interfaces and experiences of the BrownCo active trader customers.
- Helped BrownCo's Product Management team learn how to ideate and build visual models of customer's goals/tasks to facilitate the design of the site and insert a better UCD methodology into their project lifecycle.
- Designed interfaces for key areas including the portfolio area of the site. Conducted usability studies to validate concepts prior to development.
- Lead the adoption of Web Standards methodologies (structured XHTML, CSS, and ECMA Script) and managed the creation of all front-end CSS and markup
- Was a primary bridge between the Engineering and Experience Design groups, enabling more realistic design with less need for business analyst involvement.
- Primary consultant for web accessibility issues and was a member of JPMC's Access Ability networking group, dedicated to universal design across JPMC's products.
- Consulted for ETRADE on how to build and integrate UX Design into software and product development.

Fidelity Investments (Fidelity.com) — Lead Designer, Information Architect

August 2003 - November 2004

Terra Lycos — Lead Designer for Financial Products

July 2000—August 2003

SmartPlanet.com (subsidiary of ZDNet/CNET) — Web Designer

August 1999 - May 2000

EDUCATION

Northern Arizona University, May 1999

Graduated *Summa Cum Laude* with a Bachelor of Music in Instrumental Performance (Percussion)

Languages

- Spanish: Intermediate writing and speaking skills
- Brazilian Portuguese: Advanced speaking skills; intermediate writing skills

Honors and Professional Affiliations

- Interaction Design Association (IxDA)
 - Usability Professionals Association (UPA Boston)
 - Graduated Summa Cum Laude with a 4.0 major discipline GPA and 3.93 cumulative GPA
 - Percussive Arts Society member
 - Winner of Exotica Album of the Year at the 2006, 2007, 2008 Hawaii Music Awards
 - Winner of two solo concerto competitions for orchestras in Arizona (1999)
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