Paul McAleer

708.829.7270 paul@paulmcaleer.com

Design is how it works, but how we get there is (more than?) half the fun. I'm ready to work with a smart, diverse team of people to create experiences that satisfy users' needs and drive value for the business.

WHAT I'M GOOD AT

Strategy and KPI definition, experience strategy, research (market, business, user), writing, speaking, business development, product management, design, process improvement, and teaching.

WHERE I'VE WORKED

Rightpoint: Associate Experience Director, Denver, CO (2014-present)

As an AED with Rightpoint, I was responsible for driving success for our clients and our team members. I worked with clients in B2B and B2C across industries including healthcare, financial, energy, industrial, consumer entertainment, and pet care (woof!) As Design Lead on projects, I was responsible for deepening client relationships along with overall work quality. My UX work addressed strategic and tactical user needs via roadmaps, program & project sequencing, staffing projects, customer journey maps, business & competitive analysis, user research, and prototyping. I'm a seasoned workshop facilitator, superb writer, keen designer, and talented presenter.

Centralis: UX Strategist, Evanston, IL (2013 — 2014)

I joined Centralis, a boutique usability agency, in a new role combining client work with business development and strategy.

- Led and participated in UX strategy, user research, usability testing, and UX design projects for over a dozen clients, encompassing client management, creation of discussion guides, moderation, analysis, reporting, and designs;
- Led, managed, and executed a complete redesign of centralis.com including a full content audit and strategy as a part of a multi-channel outreach approach;
- Designed and implemented streamlined business development processes.

Gogo: UX Manager, Itasca, IL (2011 — 2013)

Gogo brought me onboard as their first UX professional. I established our standards, built out our usability lab, and grew our team.

- Created and led a regularly-scheduled product strategy workshop, setting goals for our products, team, and experience;
- Established experience design practices including user research and usability testing;

- Led team efforts to create an Agile creative process;
- Established the Speaker Series, inviting respected experts from the field in to Gogo's offices to lead workshops and presentations.

ThoughtWorks: Experience Design Lead Consultant, Americas (2011)
At ThoughtWorks, I helped grow the budding XD practice and had the opportunity to work with large, well-known clients at Fortune 500 and Fortune 1000 levels. I also focused on improving the internal XD community.

With Fortune 500 clients in travel and retail:
- Led creation of a UX strategy and UI framework recommendation for development of an integral internal application;
- Presented an introduction to UX to a wide cross-section of the organization including the CEO and CTO;
- Taught a 4-day UX workshop in order to introduce developers, BAs, and marketing experts on UX and how they can implement UX tools in their daily work.

iCrossing: Senior User Experience Engineer, Chicago, IL (2010 – 2011)
At iCrossing I was the sole UX person responsible for the UX, UI, and visual design for our internal web applications. These apps were used by internal users as a part of their work with iCrossing's Fortune 500 and Fortune 100 clients.

Orbitz Worldwide: Solution Architect, Chicago, IL (2007 — 2010)
I began at Orbitz in 2007 as a Senior UI Engineer and was quickly promoted to UI Team Lead, with a team of 6, in 2008. I subsequently grew into a UI Solution Architect role.

As Solution Architect:
- Architected a new ad-serving framework that reduced perceived latency and supported rich media ads;
- Conducted an exhaustive low-level technical and business analysis for UI and UX improvement on a white label travel platform;
- Provided expertise and guidance to third-party vendors and internal developers on high-profile marketing initiatives including enhanced analytics and recommendation engines.

FULL DETAILS

Two pages isn't a lot of space, but this should give you the gist. For more information on what I've done, including past and future speaking engagements and community involvement, please visit my LinkedIn profile. Thank you for your time and consideration!