



DENNIS O'NEIL

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Weedmaps

Lead Product Designer

2023 - Present · Remote

- Lead design strategy and ensure product execution across 3 domains (Ads, Deals, & Consumer Monetization) on both admin and consumer sides.
- Partner with data analysts to research and rapidly test product modifications to optimize traffic.
- Work closely with leadership to determine what gets put on the roadmaps.
- Give constructive design feedback for ongoing projects in progress by other designers.

Sr. Product Designer

2021 - 2023 · Remote

- Be the voice of design at leadership meetings for multiple domains.
- Rapid prototyping new features for multiple products within the Weedmaps organization.
- Effectively collaborate and maintain relationships with a large range of stakeholders.
- Partner with design managers to define process for the rest of the design team.
- Hire and mentor junior designers.

Avison Young

Lead Product Designer

2020 - 2021 · Remote

- Design and prototype new features within a variety of applications
- Develop a cross platform design system to align with our brand language
- Collaborate closely with Engineers, Innovation teams, and product managers to teams to oversee the user experience of a product from conception until launch.
- Design holistic systems, flows and interfaces that are simple, elegant, and drive user action.

Truss (acquired by Avison Young)

Lead Product Designer

2018 - 2020 · Chicago (Hybrid)

- Function as a bridge across disciplines, such as Design, Product, Engineering, and Marketing.
- Lead project kick off meetings, convey design language and product decisions to a team of 13 developers.
- Collaborate closely with the CTO, product managers, engineers and user research to create a vision for the product.
- Own various web and mobile application features, interfaces and experiences.
- Generate detailed specs of final designs that allow developers to build accurately.
- Work with developers to test and to deliver a polished final product.
- Communicate new ideas to a wide range of key stakeholders.
- Hire and mentor new members of the design staff.

Education

Web Design & Interactive Media Program

The Art Institute of California - Los Angeles, CA

Graphic Design

Bryant & Stratton School of Design - Buffalo, NY

Skills

Wireframing
Story-mapping
UX/UI Design
Rapid Prototyping
Design Systems
Design Sprints
HTML5 / CSS3 / JS
Design Research
Design Leadership

Tools

Figma
Sketch
Adobe Creative Suite
Atom / Sublime Text

Contract clients

Juice Media
EventSpace
211 San Diego
Instaply
SR4 Partners
Asics
Tommy Bahama
Loyola University
Quicksilver
Brand Innovators Labs
BODG Design Group
Brand Approved
Fairway Box
Viking Investments
Brand Innovators
NAWGJ-CA

Sr. UX Designer - Design Lead

2017 - 2018 · Chicago (Hybrid)

- Architect & Design complex systems for B2C & B2B platforms from 0→1.
- Own application design from concept to completion.
- Collaborate closely with stakeholders and department heads to develop product roadmaps and produce effective interactive experiences for both platform users and their consumers.
- Created rapid prototypes of new functionality to improve metrics and the further adoption of the platform.
- Led meetings with the engineering team to ensure functionality and UX ships from the early stages to production.
- Juggled multiple projects with the ability to shift gears quickly in a fast paced start up environment.
- Problem solved while leading the design effort to make better product decisions.

Pear (acquired by CustomInk)

UX/UI Director

2013 - 2017 · Chicago

- Promote and communicate new ideas, process improvements and new technologies to team members and leadership.
- Write maintainable, scalable, responsive, and cross-browser code.
- Lead design project conceptualization, strategy, and execution.
- Utilized cutting edge JavaScript and HTML 5 techniques, frameworks and libraries.
- Service core product enhancements and direct implementation.
- Worked closely with developers and department heads to better global UX.
- Delivered large-scale design sprints under tight deadlines, while multi-tasking in a fast-paced and agile start-up environment.
- Mentored and trained junior UX designers.

Lead UX/UI Designer

2011 - 2013 · Chicago

- Developed & designed the front-end of the application while building brand standards and style guidelines.
- Wrote scalable, responsive, and cross-browser code for mobile & desktop websites, landing pages, and email campaigns.
- Worked collaboratively in a cross-functional team to define and develop product roadmaps.
- Created and iterated on assets that reflect a brand, enforce a language, and inject beauty and life into our product.

Extreme Creative Agency

Sr. UX/UI Designer & Developer

2010 - 2011 · Los Angeles

- Developed and designed mobile/desktop applications and websites that support and reinforce the client's vision, brand, and business objectives in various industries.
- Led design and strategy with a human-centered focus while driving new technologies within the company.
- Performed the development, coding, testing, debugging and maintenance for new websites and updates for existing websites.
- Worked with focus groups to develop and enhance UX and usability to improve conversion.
- Mentored junior designers.