

Neil O'Mara

UX/UI Designer

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18057 Kindred Ct.
Lakeville, MN 55044

630.624.2316
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Skills

Technical Skills: UX Research, UI Design, HTML, CSS, JavaScript, Adobe Suite, Adobe XD, Figma, VS Code, Web Design, Graphic Design

Soft Skills: Problem-Solving, Team Building, Leadership, Design, Ideation, User Testing, Researching, Experiment Design, Data Analysis

Experience

Best Buy / Assistant Store Manager

SEPTEMBER 2020 - SEPTEMBER 2021, EDEN PRAIRIE, MN

- Spearheaded the development of store associates, significantly enhancing sales outcomes and customer service quality.
- Implemented strategic floor coverage and service improvements by effectively allocating tasks based on team strengths.
- Mentored employees, enhancing sales tactics and customer engagement, which led to top performance rankings across multiple months.

Best Buy / Appliance/Electronics Sales Representative

JULY 2019 - SEPTEMBER 2020, EDEN PRAIRIE

- Delivered tailored recommendations by analyzing customer needs, boosting customer satisfaction and sales efficiency.
- Achieved No.1 Sales Representative in North America for Total Tech Support sales, setting a company record for most sales by a Best Buy Outlet store associate.

Motorwerks BMW / Automobile Sales Representative

OCTOBER 2017 - OCTOBER 2018, BLOOMINGTON, MN

- Conducted in-depth customer interviews to identify and understand customer pain points and desires, applying insights to tailor the vehicle selection process for an optimized and personalized customer experience.
- Drove sales of luxury automobiles by mastering product knowledge, building strong customer relationships, and building mastery of our CRM system: Dealersocket.

Education

Iowa State University / Master of Human Computer Interaction

JANUARY 2023 - MAY 2024, AMES, IA

Focused on advanced UX research, including experiment design and data analysis.

University of Minnesota / UX/UI Bootcamp Certificate

DECEMBER 2021 - JUNE 2022, MINNEAPOLIS, MN

Completed intensive training in UX/UI design principles, graphic design, and typography, culminating in multiple projects across a variety of platforms with other aspiring UX/UI Designers.

Dakota County Technical College / Web Programming Certificate

JANUARY 2020 - DECEMBER 2021, ROSEMOUNT, MN

Acquired foundational web development, UX/UI, and graphic design skills, focusing on HTML, CSS, JavaScript, PHP, and Adobe XD

Augsburg University / Bachelor of Arts in Music

SEPTEMBER 2016 - MAY 2017, MINNEAPOLIS, MN

Honors student with a GPA of 3.92, Dean's List student, Phi Theta Kappa Honor Society

Awards

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- Phi Kappa Phi Honor Society Member while at Iowa State University with a 3.9 cumulative GPA.
 - President's List Student at Dakota County Technical College.