Dante Vono

Full-Spectrum UX Designer of Enterprise & Consumer Digital Products

I am obsessed with simplicity and crazy about details, but I'm practical; the purpose of UX Design is to help customers and the business to each achieve success. • I'm passionate about user experience and I fight for the customer, but I don't lose my cool. • I rely on my instincts, but never think I've got it all figured out—I'm constantly curious and continuously learning. • I'm fanatical about efficiency, always looking for ways to unlock more productivity for customers, colleagues and myself. • I believe being a great leader means deflecting praise to the team, but taking the blame if things go wrong. • I strive for (and achieve) success, but also appreciate an opportunity to learn from failure.

Design Philosophy

I have an empathetic and user-centric perspective. I balance left-brain logic with right-brain intuition. I achieve refinement through testing and iteration. I design solutions that are wholly complete but thoroughly simple.

Skills & Knowledge

User Experience Design

User research
Prototyping
Usability testing
Information architecture
Interaction design
Visual design
Web accessibility
HTML/CSS

Interpersonal skills

Active listening
Effective communication
Offering (and taking) criticism
Leading, directing and motivating

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🌐 https://djvitamin.github.io

Experience & Training

Zingtree Inc.
Director of User Experience, Product (2022–2024)
As Director of UX and a "team of one," I performed work across the entire product development lifecycle: research, prototyping, design, testing, production, and quality assurance. I collaborated with Product Management and Engineering to define the strategic design direction and product vision for the Zingtree CX platform.
www.zingtree.com

Wolters Kluwer
Senior UX Designer, Digital Experience Group (2012–2022)
I was the first member of a UX team supporting digital platforms worldwide. I facilitated internal customer workshops using a design thinking process to uncover opportunities, explore concepts, and collaborate with product teams around the globe.
www.wolterskluwer.com

Dow Jones
Creative Director, Wall Street Journal Digital Network (2010–2012)
I helped stock investors at scale: Millions of people have used the research tools and data visualizations I designed for the WSJ.com Markets website.
www.wsj.com   www.marketwatch.com

Manager: Strategy & UX Design—Client Solutions (2005–2010)
I led a team of 7 designers in 5 cities to create stock data research tools for hundreds of sites in media and finance, including TD Ameritrade, Fidelity, CNN Money and USA Today.

CBS MarketWatch
Manager: Product Licensing (2001–2005)
Designer: Product Licensing (2000)

Education
University of Minnesota
Bachelor of Science in Design Communication, emphasis in Journalism

Detailed Work Experience

zingtree

Director of User Experience, Product (2022–2024)

- As Director of UX and a "team of one," I worked across the entire product development lifecycle: research, prototyping, design, testing, production, and quality assurance.
- My contributions improved usability and customer satisfaction: a pivot to enterprise customers led to increased NPS, revenue & higher average deal size over 2 years.
- I have deep knowledge of Figma for design and prototyping, using key features like variables, auto layout, conditional logic, and a component library.
- I led contextual research initiatives to understand user needs and uncover insights that informed the product vision and strategy. I personally facilitated 35 user interviews.
- I collaborated with Product Management and Engineering to define the strategic design direction and product vision for the Zingtree CX platform.

Skills leveled up

- ✔ Research
- ✔ Prototyping
- ✔ Collaboration

Wolters Kluwer

Senior UX Designer, Digital Experience Group (2012–2022)

- I facilitated internal customer workshops using a design thinking process to uncover opportunities, explore concepts, and collaborate with product teams around the world.
- Using insights gained from UX research, I completely redesigned a legacy product with a radical UI that broke the "rules" of established industry information architecture.
- I worked in a consulting capacity directly with decision makers in business units throughout the company. I provided thought leadership for user experience design and research.

Skills leveled up

- ✔ Thought leadership
- ✔ Design strategy
- ✔ Design systems

DOWJONES

Creative Director, Wall Street Journal Digital Network (2010–2012)

- I designed new solutions and enhanced existing products for the largest publisher of original business news and financial information.
- I helped stock investors at scale: Millions have used stock research tools and charts I designed. They have been a hallmark of the WSJ.com Markets website for over 10 years.

Manager: Strategy & UX Design—Client Solutions (2005–2010)

- My team and I designed interactive stock data analysis products for hundreds of clients including TD Ameritrade, Fidelity, CNN Money and USA Today.
- My responsibilities included supporting pre-sales activities with design concepts to pitch contracts up to $1M in value and growing my team to 7 members in five cities.

Skills leveled up

- ✔ Creative process
- ✔ Team building
- ✔ Design value

MarketWatch

Manager: Product Licensing (2001–2005)
Designer: Product Licensing (2000–2001)

- I managed an internal team of 4 designers. We used emerging UX best practices to design innovative solutions, and added automation to our process for efficiency.
- In this role I learned the fundamentals of web design, and identified process improvements that led to a promotion as manager of the team.

Skills leveled up

- ✔ UX Design
- ✔ Management
- ✔ Automation

Detailed Skill List

- Adobe CS (software)
- Agile Workflow
- Appcues (software)
- Art Direction
- Business Strategy
- Cascading Style Sheets
- Coaching
- Communication Design
- Content Strategy
- Contextual Design
- Creative Direction

- Design Systems
- Design Process
- Figma (software)
- Heuristic Evaluation
- HTML
- Human Factors
- Information Architecture
- Information Design
- Interaction Design
- JIRA (software)
- Microsoft Office 365

- Miro (software)
- Moderated Testing
- Mobile Design
- Mouseflow (software)
- Persona Development
- Process Design
- Product Design
- SASS
- Site Maps
- Sketch (software)
- Team Management

- Unmoderated Testing
- Usability Testing
- User-centered Design
- User Experience Design
- User Interface Design
- User Research
- Visual Design
- Web Accessibility
- Wireframing

Notable Projects

CCH AnswerConnect: US Tax & Accounting information resource (3/2017—03/2022)

I designed the novel user interface in this groundbreaking tax research product. It deviates from the bibliographic organizing principle—typical in the industry—by employing a single information architecture for all types of content. This aligns more closely to the way users work and think, regardless of whether they're new practitioners or seasoned veterans.

CCH iKnow: Australian Tax & Accounting information resource (02/2014—12/2015)

I designed this tax research tool from the ground-up for accountants in Australia. It has proven to be an intuitive and valuable resource, as evidenced by user feedback like "Best. Resource. Ever."

Awards

Wolters Kluwer
Innovation award: "Greatest Value to Customers," CCH iQ predictive intelligence (2016)
📄 [Press release](#)

IRS.gov
Second Place: "Best Financial Capability" in the 2016 IRS Tax Design Challenge (2016)
📄 [Press release](#)

Wolters Kluwer
Innovation award: "Greatest Value to Customers," CCH iKnow research platform (2014)

Volunteering & Mentoring

Student Mentor, University of Minnesota (10/2019—05/2020)

I worked one-on-one with students from the College of Design to help them with career development, networking, professional skill-building, and learning design tools.

Student Mentor, Prime Digital Academy (11/2017—01/2018)

This 18-week immersive User Experience Design program helps people build the foundational skills to start a career in user experience. As a mentor to a group of several students in this program, I met with them regularly, provided feedback, answered questions, and reviewed their design portfolio.