

# Dante Vono

## Full-Spectrum UX Designer of Enterprise & Consumer Digital Products

I am obsessive about 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 the 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 when things go wrong. • I strive for (and achieve) success but I also celebrate failure, because there's no better way to learn.

## Skills & Knowledge

### User Experience Design

User research  
Prototyping  
Usability testing  
Information architecture  
Copywriting  
Interaction design  
Visual design  
HTML/CSS/SASS

### Interpersonal skills

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

## 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**.

✉ [djvono@gmail.com](mailto:djvono@gmail.com)

🌐 <https://djvitamin.github.io>

## Experience & Training

### Zingtree Inc.

#### **Director of User Experience, Product** (2022–present)

As Director of UX and a “team of one”, I lead product design using my full spectrum of UX skills including research, design, prototyping and testing. My contributions have made the Zingtree product more usable but also more valuable: a pivot to enterprise-grade features has resulted in a 275% increase in ARR over two years.

[www.zingtree.com](http://www.zingtree.com)

### Wolters Kluwer

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

As the first member of an emergent, global UX Design group, I helped build a practice of user-focused, design-led product development. I worked with product teams in the United States, Canada, and Australia to design solutions for their customers, who are tax & accounting professionals.

[www.wolterskluwer.com](http://www.wolterskluwer.com)

### Wall Street Journal Digital Network

#### **Creative Director** (2010–2012)

I helped millions of investors research stocks using tools and charts I designed. They have been a hallmark of the Wall Street Journal stock research suite for over 10 years.

[www.wsj.com](http://www.wsj.com) [www.marketwatch.com](http://www.marketwatch.com)

### Dow Jones

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

My team (7 designers in 5 cities) and I designed interactive stock research products for hundreds of sites, including TD Ameritrade, Fidelity, CNN Money, and USA Today. My responsibilities included pitching customers for new business contracts up to \$1M in value and growing my team to 7 members in five cities.

### CBS MarketWatch

#### **Manager: Content Licensing** (2001–2005)

#### **Designer: Content Licensing** (2000)

### Education

#### **University of Minnesota**

Bachelor of Science in Design Communication, emphasis in Journalism