

# Dante Vono

## UX Leader, Full-Spectrum 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 businesses 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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## Experience & Training

Zingtree Inc.

### Director of User Experience, Product (2022–2024)

Collaborating with Product Management and Engineering, I defined the strategic design direction and product vision for the Zingtree CX platform, continuously iterating to optimize the user experience. I performed work across the entire product development lifecycle: research, prototyping, design, testing, production, and quality assurance.

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

Wolters Kluwer

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

As a member of a new group supporting UX Design across the company, I demonstrated the value of design thinking and collaboration, helping grow the team from 2 to over 60 members. I contributed user-tested patterns that became foundational for a company-wide product design system.

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

Dow Jones

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

I designed personal finance research products for the digital properties of this worldwide news and information powerhouse. Millions have used the tools and data visualizations I created for the WSJ.com Markets website.

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

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

I recruited and managed a team of 7 designers in 5 cities: we designed interactive personal finance tools for hundreds of banks, brokerages, and media websites.

CBS MarketWatch

### Manager: Product Licensing (2001–2005)

Education

### University of Minnesota

Bachelor of Science in Design Communication, emphasis in Journalism

# Detailed Work Experience



## Director of User Experience, Product (2022–2024)

- As Director of UX, I designed the product's overall functionality based on user needs and business requirements, continuously iterating to optimize for the best user experience.
- I collaborated with Product Management, Engineering, and Customer Success teams to define the strategic design direction and product vision for the Zingtree CX platform.
- I created interactive design prototypes with expert proficiency in Figma, using variables, auto layout, and conditional logic to iterate quickly based on feedback.
- I designed AI-powered product features using OpenAI API for text generation and Amazon Bedrock for semantic search of documents stored in a vector database.
- I facilitated contextual research initiatives on 35+ user interviews to understand user needs and uncover insights that informed the product vision and strategy.



### Skills leveled up

- ✓ Research
- ✓ Prototyping
- ✓ AI-powered UX
- ✓ Collaboration



Wolters Kluwer

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

- I facilitated collaborative “pre-visualization” workshops to map the customer journey, explore concepts, and collaborate with stakeholders in product teams worldwide.
- I raised awareness for UX Design and demonstrated the value of research and prototyping, helping product teams work smarter and faster and achieve better results.
- Armed with insights from UX research, I undertook a radical UI redesign of a legacy product, daring to break the rules of established industry information architecture.
- Through strategic A/B testing, I boosted the conversion rates of potential customers on an eCommerce platform for tax education products ([www.cchcpelink.com](http://www.cchcpelink.com)).
- I contributed solutions to a design system that made multiple products more usable, accessible, effective, and visually cohesive with emerging company brand standards.
- I collaborated with Engineering to update products to meet WCAG AA standards, using knowledge from web accessibility training courses at Deque University.



### Skills leveled up

- ✓ Thought leadership
- ✓ Design strategy
- ✓ Accessibility
- ✓ Design systems



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

- I designed new solutions and enhanced existing personal finance research products for the digital properties of this worldwide news and information powerhouse.
- I helped stock investors at scale: millions have used the company research tools and data visualizations I designed for the WSJ.com Markets section.



### Skills leveled up

- ✓ Design management
- ✓ Creative process
- ✓ Team building
- ✓ Design value

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

- My team designed interactive investment research products for hundreds of banks, brokerages and media websites including TD Ameritrade, Fidelity, and CNN Money.
- 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.

## Detailed Skill List

- ✓ A/B Testing
- ✓ Adobe Creative Suite
- ✓ Adobe Illustrator
- ✓ Cascading Style Sheets
- ✓ Communication Design
- ✓ Content Strategy
- ✓ Contextual Design
- ✓ Creative Direction
- ✓ CSS
- ✓ Design Direction
- ✓ Design Management
- ✓ Design Process
- ✓ Development Lifecycle
- ✓ Figma (Software)
- ✓ Heuristic Evaluation
- ✓ HTML
- ✓ Human Factors
- ✓ Information Architecture
- ✓ Information Design
- ✓ Interaction Design
- ✓ Javascript
- ✓ Mobile Design
- ✓ Photoshop
- ✓ Process Design
- ✓ Product Design
- ✓ Responsive web design
- ✓ Team Management
- ✓ Usability
- ✓ Usability Testing
- ✓ User-centered Design
- ✓ User Experience Design
- ✓ User Experience Testing
- ✓ User Flows
- ✓ User Interface Design
- ✓ User Research
- ✓ Visual Design
- ✓ Web Accessibility
- ✓ Web Design
- ✓ Wireframing

## Notable Projects

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

I designed the novel user interface for this groundbreaking tax research product. It deviates from the legacy bibliographic organization method by employing a single hierarchy for all types of content. This shift in information architecture aligns more closely with how 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 brand-new tax research tool for accountants in Australia. It has proven to be an intuitive and valuable resource, as evidenced by user feedback like "Best. Resource. Ever."

## Awards

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### **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](#)

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

## Volunteering & Mentoring

### **Mentor, User Experience Professionals Association (UXPA) Minnesota (06/2024–present)**

I advise, guide, and support a mentee as they pursue their professional development and career goals.

### **Student Mentor, University of Minnesota (10/2019–05/2020)**

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

### **Student Mentor, Prime Digital Academy (11/2017–01/2018)**

As a mentor to a group of several students in this 18-week UX Design program, I met regularly, provided feedback, answered questions, and reviewed their design portfolios.