

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 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 also appreciate the opportunity to learn from failure.

Skills & Knowledge

User Experience Design

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

🌐 <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 design the product experience and influence strategy and vision with UX skills including research, design, prototyping and testing. My contributions have improved product usability and competitive advantage: a pivot to enterprise customers led to increased revenue & higher average deal size.

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

Dow Jones

Creative Director, Wall Street Journal Digital Network (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 www.marketwatch.com

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

Detailed Work Experience

zingtree

Director of User Experience, Product (2022–present)

- As Director of UX, I design the product experience and influence strategy and vision with my “full-spectrum” of skills including research, design, prototyping and testing.
- I use my expert proficiency in Figma to design flexible, interactive prototypes using key features like variables, auto layout, conditional logic, and a component library.
- I work with the Chief Product Officer and Product Management to envision, plan and prioritize initiatives that address customer needs and differentiate our product from competitors.
- I foster a culture of ongoing research & testing to understand and empathize with our users, personally conducting 35 generative & evaluative tests in my two years at the company.



Skills leveled up

- ✓ Research
- ✓ Prototyping
- ✓ Product pivot



Wolters Kluwer

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

- As the 1st member of a UX Design team supporting digital platforms for teams around the world, my contributions led to user-focused, design-led product development standards.
- I led cross-functional service design visioning workshops to map user journeys and used rapid prototyping to kickstart initiatives with product teams around the world.
- Using contextual inquiry, I designed a new product that transformed the way users worked with a radical UI that broke the “rules” of established industry information architecture.



Skills leveled up

- ✓ Visioning workshops
- ✓ Contextual inquiry
- ✓ Design systems



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 over a decade ago for the WSJ.com Markets website.



Skills leveled up

- ✓ Leadership
- ✓ Team building
- ✓ Design value

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.
- I strove to build a healthy culture within the team and elevate the perception of design in the company from an activity that “makes things look cool” to a process that unlocks business value and delights customers.

MarketWatch

Manager: Content Licensing (2001–2005)

- I managed a team of 4 web site designers. We used emerging best practices to create innovative solutions and work faster by automating manual processes.
- In this role I learned the fundamentals of web design that would become foundational for the profession we now call UX Design.



Skills leveled up

- ✓ UX Design
- ✓ Management

Awards

Wolters Kluwer

Innovation award, “Greatest Value to Customers” (07/2016)

IRS.gov

Second Place, “Best Financial Capability” in the 2016 IRS Tax Design Challenge (06/2016)

Wolters Kluwer

Innovation award, “Greatest Value to Customers” (08/2014)

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.”

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 created to help 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.

Detailed Skill List

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|--------------------------|----------------------------|------------------------|--------------------------|
| ✓ Adobe CS (software) | ✓ Design Management | ✓ Miro (software) | ✓ Unmoderated Testing |
| ✓ Agile Workflow | ✓ Design Process | ✓ Moderated Testing | ✓ Usability Testing |
| ✓ Appcues (Software) | ✓ Figma (software) | ✓ Mobile Design | ✓ User-centered Design |
| ✓ Art Direction | ✓ Heuristic Evaluation | ✓ Mouseflow (software) | ✓ User Experience Design |
| ✓ Business Strategy | ✓ HTML | ✓ Persona Development | ✓ User Interface Design |
| ✓ Cascading Style Sheets | ✓ Human Factors | ✓ Process Design | ✓ User Research |
| ✓ Coaching | ✓ Information Architecture | ✓ Product Design | ✓ Visual Design |
| ✓ Communication Design | ✓ Information Design | ✓ SASS | ✓ Web Accessibility |
| ✓ Content Strategy | ✓ Interaction Design | ✓ Site Maps | ✓ Web Design |
| ✓ Contextual Design | ✓ JIRA (Software) | ✓ Sketch (software) | ✓ Wireframing |
| ✓ Creative Direction | ✓ Management Role | ✓ Team Performance | |