

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 an 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, I lead the design of the product experience and influence strategic direction with skills including research, design, prototyping and testing. I collaborate with Product Management, Engineering and Marketing on new features and updates, starting from roadmap prioritization to conceptualization and final release.

www.zingtree.com

Wolters Kluwer

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

I was the 1st member of a team supporting digital platforms worldwide. I made key contributions to product design standards that became an enterprise-wide design system. I facilitated design thinking workshops to map the customer journey, identify opportunities, explore concepts, and collaborate with stakeholders in 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 stock research tools and charts 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: Content Licensing (2001–2005)

Designer: Content Licensing (2000)

Education

University of Minnesota

Bachelor of Science in Design Communication, emphasis in Journalism

Detailed Work Experience



Director of User Experience, Product (2022–present)

- As Director of UX, I lead the design of the product experience and influence strategic direction with skills including research, design, prototyping and testing.
- I collaborate with Product Management, Engineering and Marketing on new features and updates, starting from roadmap prioritization to conceptualization and final release.
- I lead qualitative research projects to understand users & uncover insights that improve product usability. I have personally facilitated 35 interviews with Zingtree customers.
- With expert proficiency in Figma, I design detailed interactive prototypes and specifications that can be leveraged by engineers using the powerful Dev Mode feature.



Skills leveled up

- ✓ Research
- ✓ Prototyping
- ✓ Collaboration



Wolters Kluwer

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

- I was the 1st member of a team supporting digital platforms worldwide. I made key contributions to product design standards that became an enterprise-wide design system.
- I facilitated design thinking workshops to map the customer journey, identify opportunities, explore concepts, and collaborate with stakeholders in product teams around the globe.
- I developed a novel product design solution that broke the “rules” of established tax industry information architecture, enabling users to work faster and more effectively.



Skills leveled up

- ✓ Thought leadership
- ✓ Design strategy
- ✓ 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 of people have used the stock research tools and charts I designed over a decade ago for the WSJ.com Markets website.



Skills leveled up

- ✓ Creative process
- ✓ 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 built a collaborative team culture using design reviews and an iterative process. Within the company, we elevated the perception of design from an activity that “makes things look cool” to a process that unlocks business value and delights customers.



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
- ✓ Automation

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 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.

Detailed Skill List

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| ✓ Adobe CS (software) | ✓ Design Systems | ✓ 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 Management | |