Dante Vono

UX Leader + Full-Spectrum Designer of Consumer & Enterprise Digital Products

I am obsessed with simplicity and crazy about details, but I never lose sight of the big picture: customer and business success. **I'm fanatical** about efficiency and always look for ways to unlock more productivity for users, colleagues, and myself. **I rely on my instincts** but never think I know everything—I'm constantly curious and always learning. **I'm passionate** about user experience and fight for the customer, but I don't lose my cool. **I believe** being a great leader means deflecting praise to the team but taking the blame if things go wrong. **I strive for success**, but I 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. I have a strong bias toward action.

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)

Partnering with Product Management and Engineering, I led user experience design for the Zingtree customer support product, continuously iterating to ensure features met user needs and business objectives. I worked across the entire product development lifecycle: research, prototyping, design, testing, production, and quality assurance.
www.zingtree.com

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

As the first member of a group supporting UX Design across the company, I evangelized design thinking and collaboration, building support to scale the team from 2 to over 60 members. I contributed key patterns to a company-wide design system, allowing components to be shared across products.
www.wolterskluwer.com

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

Millions of investors have used the tools and data visualizations I created for the WSJ.com Markets website.
www.wsj.com   www.marketwatch.com

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

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

CBS MarketWatch
Manager: Product Licensing Design (2001–2005)

I managed an internal team of 4 designers. We leveraged human-computer interaction best practices and the emerging discipline of UX Design to create innovative concepts and product solutions.

Education
University of Minnesota

Bachelor of Science in Design Communication, emphasis in Journalism

Detailed Work Experience

zingtree

Director of User Experience, Product (2022–2024)

- I performed all UX Design work across the entire product development lifecycle, collaborating with Product Management, Engineering, and Customer Success.
- I designed the product's functionality based on discovered user needs and evolving business requirements, continuously iterating to optimize for the best user experience.
- I facilitated research initiatives on 35+ user interviews to understand customer needs and uncover insights that informed the product vision and strategy.
- 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.
- Working in an Agile process, I embraced change and continuous improvement, using Jira Kanban boards to track stories and deploy features as frequently as weekly.
- I created interactive design prototypes with expert proficiency in Figma, using variables, auto layout, and conditional logic to iterate quickly based on feedback.

🏆 Skills leveled up

- ✔ End-to-end design
- ✔ Customer research
- ✔ Lean UX/Agile
- ✔ Team collaboration
- ✔ AI-powered UX

Wolters Kluwer

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

- I facilitated "pre-visualization" workshops in cities worldwide, collaborating with cross-functional teams to explore new concepts in hours instead of months.
- 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.
- With insights from contextual inquiry, I led a radical redesign of a tax research product, abandoning legacy industry information architecture in favor of innovative new ideas.
- I was the lead designer on two projects that won top awards in an innovation competition among the company's 14,000 global employees.
- I contributed solutions to a design system that made multiple products more usable, accessible, effective, and visually cohesive with emerging company brand standards.
- I demonstrated how Design can define problems, new opportunities, and solutions, creating business support for UX and increasing the team's headcount from 2 to over 60.

🏆 Skills leveled up

- ✔ Thought leadership
- ✔ Contextual inquiry
- ✔ Innovation strategy
- ✔ Design systems

DOWJONES

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.

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

- I recruited, mentored, and managed the UX Design team for the company's product licensing division. My team consisted of seven members in five cities.
- My team designed interactive investment research products for hundreds of banks, brokerages, and media websites, including Charles Schwab, Fidelity, and CNN Money.

🏆 Skills leveled up

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

Detailed Skill List

- A/B Testing
- Adobe Creative Suite
- Adobe Illustrator
- Agile software development
- Cascading Style Sheets
- Communication Design
- Content Strategy
- Contextual Design
- Creative Direction
- Design Direction
- Design Management
- Design Process
- Development Lifecycle
- Figma
- 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

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

Mentor, User Experience Professionals Association (UXPA) Minnesota (06/2024—09/2024)

I advised and supported a mentee as they pursued 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.