

# TOM DI MINO

## TECH WRITER & CONTENT DESIGNER

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**ABOUT ME** | Sr. Tech Writer with startup and Big Tech experience, a love for language, and 10+ years of UX copywriting, content strategy, SEO, instructional design, UXR, LLMs, and AI.

## WORK EXPERIENCE

**SR. CONTENT DESIGNER (Freelance), JP Morgan Chase**

May 2024 – Present (Hybrid in Manhattan, NY)

JP Morgan Chase is the largest bank in the US, and the world's largest bank by market capitalization, with a history dating back to 1799.

- Designing a novel AI UX for wealth management advisors, using prompt engineering, cognitive architecture, and OpenAI's GPT-4o model.

**AI UX COPYWRITER (Freelance), Google**

Dec 2023 – July 2024 (Remote in Rosendale, NY)

Google DeepMind brings top researchers, engineers, and human-centered designers together to build and deploy the latest multimodal AI models.

- Interview design and UX leaders from the AI UX, RAI, and DeepMind teams, and promote thought leadership in GenAI.
- Digest learnings from Google AI teams into bite-sized PRs and blogs which are published externally and internally across multiple channels.
- Pitch new pieces and topics to the Content Strategy Manager, and edit the submitted drafts of fellow UX writers.
- Develop prompt engineering curricula for the Gemini class of LLMs geared toward casual users, and SWEs at the API level.
- Write video scripts for individual prompt engineering lessons, and use LLM to generate repository of examples.

**SR. CONTENT DESIGNER (Contract), Google**

June 2022 – October 2023 (Hybrid in Manhattan, NY)

Google, and its parent Alphabet, helm the world's largest search engine and video library, shaping how we interact with the Internet and emerging AI tech.

- Designed a full curricula of lessons, coded with Markdown and HTML/CSS, for Googlers advancing their soft and technical leadership skills.
- Distilled research findings into 4 distinct learner personas, informed by a 6-month, skills-based user study involving 250+ Googlers.
- Collaborated on a 'learning design playbook' disseminated Google-wide.
- Built a content curation tool compatible with GPT 4, Llama 2, and Gemini LLMs, as well as the documentation for it.
- Conducted interviews with 30+ L&Ds, TPMs, and SWEs from a multitude of product areas, as they prototyped upskilling lessons.
- Audited and redesigned the internal Google mentorship platform serving 22k+ employees, leading to a 25% rise in launches from Q3 '22 to Q3 '23.

**SR. CONTENT DESIGNER (Contract), Chan Zuckerberg Initiative**

November 2021 – June 2022 (Remote in Brooklyn, NY)

CZI is a philanthropic sister organization of Meta, devoted to making education and open-source scientific tech more accessible around the world.

- Co-led the "Bravo Cohort" project to design and develop online learning materials for an open-source image analysis platform.
- Collaborated with 9 application scientists, a staff UX researcher, product manager, and SWE to launch our project MVP in less than 6 months.

## EDUCATION

*The College of New Jersey*

2007 – 2011

Studied Microbiology as my major, Classical History as my minor—exposing myself to Latin, Ancient Greek, Spanish, Italian, French, and Arabic.

*UCB Theatre NY*

July 2015

Completed UCB's Improv 101, focusing on long-form improv comedy. Performed as a lead in a live-show.

## HOBBIES

**Traveling:** Wherever I go, I immerse myself in local history, foreign foods, and languages.

**JavaScript/TypeScript:**

<https://github.com/tdimino>

**Photography:**

[instagram.com/tamademinio](https://www.instagram.com/tamademinio)

## EXPERTISE

Branding



AI/LLMs



Data Analytics



SEO/SEM



Creative Writing



Technical Writing



HTML/CSS Design



Project Planning



- Audited napari.org and the napari hub, integrating existing UX research; managed updates to sites using Airtable and GitHub issues and PRs.
- Sketched and developed UI wireframes for a “plugin collection” feature of the napari hub, working in Figma and Notion.
- Deconstructed over a dozen competitor learning platforms, synthesizing this into design recommendations for CZI Imaging Tech as a whole.
- Published a full course on GitHub using Jupyter Book, Jupyter Notebooks, and narrated videos. Coded entirely in Markdown and HTML/CSS.

### **SR. CONTENT STRATEGIST (Contract), Hugo & Cat** **June 2021 – November 2021 (Remote)**

Hugo & Cat is a top-50 award-winning digital marketing agency with past clients like Microsoft, Salesforce, Johnson & Johnson, and Sony.

- Performed a comprehensive content audit for the American College of Surgeons—the largest surgical organization in the world.
- Participated in cross-functional design sessions (e.g. Crazy 8’s on Figma), iterating upon mobile UIs and on-page copy for multiple userflows.
- Conceived and prototyped 3 experimental voices and tones for the ACS site, culminating in content creation guidelines for the brand.
- Defined a new taxonomy for the redesigned FACS.org, expanding upon stakeholder interviews, user testing, and UX research.
- Within 9 months, ACS saw a 40% increase in member applications and a 42% increase in average user session duration.

### **TECHNICAL CONTENT STRATEGIST (Freelance), Valtech** **May 2020 – June 2021 (Remote)**

Valtech is a premier international marketing agency that specializes in data science, UX, and AR technologies. Clients include Dolby and Audi.

- Devised a new information architecture for AONA, a non-profit surgical institution; and IMA, a continuing-ed accounting association.
- Collaborated with a UX designer to create sitemaps, content blocks, and mid-fi wireframes, drawing upon customer personas and SEO analytics.
- Migrated Dolby Laboratories to the Sitecore platform, designing landing page and product page templates for desktop and mobile.
- Presented and updated clients via Microsoft Teams every week, winning approval from major stakeholders.

### **WEB CONTENT SPECIALIST (Contract), Hartz Mountain Corporation** **November 2019 – February 2020 (Hybrid in Secaucus, NJ)**

Hartz Mountain Corp remains the largest manufacturer and distributor of pet care products sold throughout the U.S.

- Performed housekeeping of 200+ Hartz pet products on their eCommerce platform, writing SEO headers, metatags, product descriptions, and blogs.
- Qualified a 100 long and short-tail keywords targeted to Millennial cat and dog owners, for paid and organic ad campaigns.

### **CONTENT STRATEGIST (Salaried), Renaissance Marketing** **Aprl 2018 – February 2019 (On-site in Philly, PA)**

Renaissance is a B2B/B2C digital marketing agency that offers its own CMS-POS-CRM and eCommerce platform.

- Planned, wrote and edited eCommerce landing page copy and blog posts that consistently ranked on the 1<sup>st</sup> page of SERPs for primary keywords.
- Analyzed a dozen client sites with tools like Google Analytics and SEMRush, leading to over \$2 million in eCommerce revenue in less than a year.
- Composed 200+ pages of technical and UX writing for our CMS-POS-CRM platform, doubling the onboarding of clients in the span of 6 months.
- Managed published content, newsletters, and client email blasts through Salesforce, MailChimp and our proprietary CMS, utilizing HTML/CSS where needed.

## **NOTABLE PROJECTS**

### **Conversational AI that dreams about you**

#### *Minoan Mystery*

<https://www.dream-daimon.net>

A year after first encountering ChatGPT 3.5, I embraced LLM-assisted coding and built my own Next.JS, interactive AI demo. I utilized an existing, modular cognitive framework called “Open Souls” to create a mini-game in which an AI (powered by multiple LLMs, in a web of cognitive steps) internalizes the user, and has a dream inspired by their conversation. All of my code was written in TypeScript, uploaded to GitHub, and then deployed through Vercel to entice you to engage your own *daimon*. At a Betaworks Hackathon, it won 3<sup>rd</sup> place.

### **Dolby consumer & professional websites**

#### *Valtech*

<minoanmystery.org/portfolio/dolby>

After developers had meticulously assembled a component library in Sitecore, I came onto their team to envision a sleek and mobile UX for Dolby Lab’s consumer and professional websites. I audited and distilled their legacy site into 12 page subtypes, then built these page templates in Sitecore, consulting devs for QA and minor styling adjustments. Since 2021, my visual designs (pitched to the Dolby marketing team) remain in-effect across their live sites.

### **Open-source course on Python-based tech**

#### *Chan Zuckerberg Initiative*

<minoanmystery.org/portfolio/czi>

As co-lead of Bravo Cohort, on CZI’s Imaging Tech team, I helped to crystallize a learning platform, and onboarding materials, to guide research biologists specializing in Python-based image analysis. After planning and facilitating virtual workshops and co-design sessions via Mural and Zoom, we settled upon Jupyter Book as the ideal host for our project MVP. I applied what we gathered from competitive analysis of other ed-tech platforms, and the direct feedback from scientists in our cohort, to build and publish our segmentation course on GitHub, using Markdown and HTML.