TOM DI MINO
WRITER & SR. CONTENT DESIGNER

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ABOUT ME | Sr. Content Designer with award-winning agency experience, a penchant for poetry, and 9+ years of B2B/B2C, UX copywriting, SEO, and responsive mobile design.

WORK EXPERIENCE

SR. CONTENT DESIGNER (Contract)**,** *Google*
June 2022 – Present (Hybrid in Manhattan, NY)
Google has yet to be acknowledged as an verb in the OED, but its legacy still speaks for itself.

- Designing multi-modal learning modules, and the curricula, for Googlers invested in leadership development (across all roles and levels).
- Compiled research findings into 4 distinct learner personas, informed by a 6-month, skills-based user study involving 250 Googlers.
- Built a smart content curation tool, compatible with PaLM-2, OpenAI, and open-source large language models.
- 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 25% rise in launches from Q3 '22 to Q3 '23.

SR. CONTENT DESIGNER (Contract)**,** *Chan Zuckerberg Initiative*
November 2021 – June 2022 (Remote)
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.
- Audited napari.org and the napari hub, integrating existing UX research; and managed updates to said sites using Airtable, Google Slides, GitHub issues and PRs.
- Deconstructed over a dozen competitor learning platforms, synthesizing this into design recommendations for CZI Imaging Tech as a whole.
- Conceptualized and developed mid-fi wireframes for a "plugin collection" feature of the napari hub, working primarily in Figma, Notion, and Slack.

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 wireframes 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.

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.

Machine learning:
https://github.com/tdimino

Photography:
instagram.com/tamademino

EXPERTISE

Skill	Rating
Branding	● ● ● ● ○
AI/LLMs	● ● ● ○ ○
Data Analytics	● ● ● ○ ○
SEO/SEM	● ● ● ● ○
Creative Writing	● ● ● ● ●
Technical Writing	● ● ● ● ●
HTML/CSS Design	● ● ● ● ○
Project Planning	● ● ● ● ○

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 instutition; and IMA, a management 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, optimizing SEO of 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.
- Wrote unique alt text for over 1800 Hartz branded images, resizing them in Photoshop as needed.

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 1st 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.

CONTENT WRITER (Salaried**),** *1SEO*
July 2017 – April 2018 (Hybrid in Bristol, PA)
1SEO is a B2B/B2C digital marketing agency that participates in industry conferences and Google summits.

- Composed PRs and blog posts for dozens of different clients every week, focusing on SEO as well as branding.
- Specialized in industries like biotech, legal, medical, manufacturing, real estate, dentistry, HVAC, and IT.
- Joined kick-off calls with new clients, helping to identify the desired tone and voice, as well as targeted demographics.
- Collaborated within teams of content editors, writers, and SEO strategists, exceeding weekly and monthly metric goals.

MARKETING SPECIALIST (Salaried**),** *CampusCruiser*
February 2016 – March 2017 (Hybrid in Lambertville, NJ)
CampusCruiser was the developer of an intranet and LMS for colleges and universities, partnered with Ellucian.

- Rebranded a SaaS portal and LMS suite for higher-ed, "Strata" and "Knosys" respectively, closing the first new sales in over 4 years.
- Redesigned our flagship product demo, applying the principles of Material Design, mobile responsiveness, and gamification.
- Initiated a business partnership with William Paterson's game design team; co-led an on-site focus group at Widener University.

NOTABLE PROJECTS
Web-responsive portal & LMS for higher-ed
CampusCruiser
https://tomdimino.com/Strata.pdf

A vision of what higher-ed tech could be in the 21st century, my work on Strata & Knosys was deeply personal—born out of my own collegiate experience, rigorous research, and countless hours spent modifying my favorite PC games as an adolescent. The functional prototype that I constructed out of Material Design, clever use of CSS, and HTML widgets, impressed university IT admins, staff, and CIOs who had seen it all and always opted for the home-grown solution.

Dolby consumer & professional websites
Valtech
www.minoanmystery.org/portfolio/dolby

After developers had meticuously assembled a component library in Sitecore, I came onto their team to envision a sleak 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 to make minor styling adjustments. As of August 2023, my visual designs (pitched to the Dolby marketing team) remain in-effect across their live site.

Open-source course on Python-based tech
Chan Zuckerberg Initiative
www.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.