Tony Trucco

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Summary

Innovative UX Director with over a decade of experience in designing and leading user-centered digital products across diverse industries. Adept at driving revenue growth, improving operational efficiency, and enhancing user satisfaction through strategic design and development. Extensive expertise in frontend development, particularly with React, and a deep understanding of user interface design, accessibility, and Agile methodologies. Proven track record of managing cross-functional teams, overseeing complex projects from concept to launch, and delivering high-impact solutions that align with business goals. Passionate about leveraging cutting-edge technologies to create intuitive, accessible, and engaging user experiences.

Skills and Knowledge

- User experience best practices
- Information design
- Wireframing
- Personas and journey maps
- User testing
- Accessibility
- Figma
- Balsamiq
- Sketch
- InVision
- Adobe CC Suite
- Javascript / Typescript
- React
- CSS3
- HTML5
- Responsive design
- Cross-browser support
- Mobile optimization
- VSCode / Sublime Text
- GitHub

Experience

Trucco Design, LLC

Owner, Designer, Developer

Covington, KY
06/2023 to Present, Self-Employed
Responsibilities and Achievements
- Specialized in providing freelance and contract design services, with a focus on creating intuitive user interfaces and robust front-end web implementations using industry-leading practices and technologies.

- Developed and deployed a cutting-edge React-based platform for 3D model evaluation, contributing to over $300,000 in lead potential for a data center client.

Vora Labs

Vora Labs is a small team of 3-6 talented individuals within the Vora Ventures umbrella of companies, dedicated to assessing technical and design needs for Vora Ventures brands and offering/implementing solutions and guidance. This team regularly led and interacted with design/development teams of 10 or more people.

Director of User Experience

Cincinnati, OH
03/2022 to 06/2023, Full-Time
Responsibilities and Achievements
- Led a multidisciplinary team of 4 in the design and implementation of user-centered solutions for multiple Vora Ventures companies, successfully managing 3 projects and meeting all deadlines.

- Spearheaded the redesign of a mental health website, managing the project lifecycle from planning to implementation within 6 months, utilizing Figma, React, and Contentful, resulting in 3x faster search and discovery for mental health professionals.

- Collaborated with executives across multiple Vora companies, delivering strategic reports and design guidelines that drove alignment on user experience initiatives and enhanced overall project outcomes.

- Optimized project management and team collaboration by leveraging Jira, Trello, and Asana to establish clear design and development objectives, improving project delivery timelines across multiple Vora Ventures companies.

- Conceived and designed a gamification strategy for a mental health mobile application, using design principles and mental health guidelines to create a more enriching user experience.

- Designed and led user experience studies, surveys, and interviews for a location-based rewards app, delivering actionable insights that informed executive decisions and optimized app features and development roadmap.

Everything But The House

Everything But The House (EBTH) is a Cincinnati-based company (100+ employees) specializing in selling second-hand goods online to customers through its bidding website. It manages its own warehouse and shipping services.

Director of User Experience

Cincinnati, OH
02/2020 to 03/2022, Full-Time

Responsibilities and Achievements

- Directed end-to-end user experience initiatives for all digital products, enhancing service experiences for both internal and external users.

- Implemented intuitive warehouse interface solutions, including touchscreen enhancements, achieving $100,000 in monthly item-processing savings.

- Led cross-functional teams in the design and development of a redesigned customer website, incorporating user-centric design principles to enhance usability and accessibility.

- Designed and built interactive prototypes using Balsamiq, Sketch, and Figma, successfully securing stakeholder buy-in and guiding development teams to produce high-quality digital assets.

- Developed a comprehensive design guide for the client-facing website, aligning with company branding and enhancing the development team's ability to quickly produce consistent, high-quality digital assets.

- Conducted user experience studies and leveraged findings to drive continuous improvement, iterating rapid changes based on feedback in an Agile environment.

- Established and maintained a React-based design system library, streamlining development across 3 internal and external projects and reducing development time.

- Conducted an ADA compliance audit using advanced accessibility tools, ensuring adherence to Federal law and improving site accessibility scores by over 10%, with all changes implemented within a month.

- Coached and mentored junior designers and developers, offering feedback and insight.

- Created and presented reports to the management team suggesting areas of improvement for internal applications based on data analysis from user studies and subject matter expert interviews.

- Collaborated with the CTO to transition and manage the internal ticketing system, resulting in increased transparency and a reduction in ticket resolution times from days down to hours.

Tangram Flex

Tangram Flex is a small (< 100 employees) company that contracts with the Federal Government to produce research, insight, materials, and products related to improving the safety of hardware-to-software interfaces in complicated systems.

UX Designer, Team Lead

Dayton, OH
10/2018 to 02/2020, Full-Time

Responsibilities and Achievements

- Acted as lead designer responsible for creating the overall look and feel for the Tangram Pro web application, providing guidance to the development team.

- Collaborated with subject matter experts and senior leadership to ensure Tangram Pro's compliance with data visualization and validation policies, enhancing the app's accuracy and regulatory adherence.

- Managed and prioritized tasks for a 3-person frontend team, effectively gathering requirements and optimizing workflows in an Agile environment, leading to the successful and timely delivery of key project milestones, such as the Tangram Pro prototype delivery to stakeholders.

- Developed and presented both low and high-fidelity mockups for customer-facing features, incorporating feedback to refine designs that directly influenced the final product's development and stakeholder approval.

- Conducted and led user interviews with internal customers, translating feedback into actionable design improvements, which ensured feature implementations met user needs and improved overall satisfaction.

- Facilitated bi-weekly design review meetings with stakeholders, presenting initial concepts and refining them based on feedback, ensuring strategic alignment and enhancing project outcomes.

Axcess Financial

Axcess Financial is a large financial company with a focus on online and in-store lending and banking.

Frontend Designer

Cincinnati, OH
02/2018 to 10/2018, Full-Time

Responsibilities and Achievements

- Responsible for managing all page and feature designs for client-facing websites, requiring communication/coordination across multiple departments, including legal and governance teams.

- Created a cohesive design strategy for web applications, creating a unified system of styles for components to be used across all frontend projects.

- Managed implementation of designs from prototype to production, ensuring a robust user experience across all responsive breakpoints.

- Analyzed web traffic and monitoring data of the online loan application software to make user experience improvement suggestions to the Chief Technology Officer.

CompleteSet

CompleteSet (RIP 2018) was a small startup of 10-12 people focused on selling collectibles and helping users to track their collections online.

Frontend Engineer

Covington, KY

05/2016 to 01/2018, Full-Time

Responsibilities and Achievements

- Mastered React methodology and completely overhauled the frontend code-base from HTML to a React web app within 3 months, significantly improving code maintainability and scalability.

- Led the design and implementation of mobile-first feature changes for the main auction website, including a 10x reduction in image footprint through Cloudinary, resulting in faster load times, reduced bandwidth, and improved user experience.

- Developed, tested, and launched a new bidding feature in under 2 months, generating the first revenue for CompleteSet and winning the Best New Product award at the 2017 Greater Cincinnati Venture Association Awards.

- Developed a code-repository template that streamlined the overhaul of backend cataloging software, reducing item processing time by over 5 minutes per item, greatly enhancing operational efficiency.

- Designed and built the complete frontend for a client-facing subdomain used by collectible sellers, enhancing the platform's usability and supporting seamless product listing and shipping.

NIOSH / CACI

CACI is a large government-contracting company specializing in areas of tech. NIOSH is the National Institute for Occupational Safety and Health, which is part of the CDC and is focused on leveraging research to produce content and recommendations for worker safety.

Web Author

Cincinnati, OH

07/2015 to 05/2016, Full-Time

Responsibilities and Achievements

- Managed the development and distribution of web content for all of NIOSH through their proprietary CMS system.

- Collaborated with clients and the Visual Communications team to create infographics and presentations that communicated complex, scientific topics to the public and other audiences.

- Guided the process of updating NIOSH's custom web ticket system into a robust and easy-to-use application that could be implemented institute-wide.

- Worked with the Branch Chief of the Information Resources and Distribution Branch to update intranet pages with a more intuitive and user-friendly design.

Top Gun Sales Performance

Top Gun Sales Performance is a small (< 100 employees) software and sales company, producing training materials, online tools and more for sales teams.

Interaction Designer

Cincinnati, OH

04/2012 to 07/2015, Full-Time

Responsibilities and Achievements

- Led developers through the construction of frontend interfaces using Foundation, HAML, SASS and Angular.

- Created personas and journey maps to inform and guide the design and development of an online resource viewing application.

- Led the design and user experience effort for an online resource viewing application. It was implemented to simplify the complex process of sharing internal resources.

- Created 'Welcome' touchscreens for the Mason Tech Center. This included designing each screen, mocking up all interactions, and implementing the entire frontend design in Angular in 1 week.

- Acted as lead designer and project manager for an interactive menu board pilot program for a western fast food chain.

Hobsons

Hobsons is a mid-sized company focused on creating tools and resources for colleges and universities with a focus on online applications and freshman orientation programs.

Web Designer

Cincinnati, OH

11/2008 to 03/2012, Full-Time

Responsibilities and Achievements

- Lead designer for Hobsons' Professional Services, directly responsible for generating $600,000 of revenue annually.

- Standardized HTML/Email professional services to improve cost of services.

- Created, from inception to production, Hobsons' Flash-based Group Chat application using Adobe Flex against an asynchronous ASMX service. Designed the layout and developed all images, widgets, and UI elements using vector tools and Adobe Flash.

- Created new product offerings for Professional Services such as the Online Orientation application and Student Adviser Portal in Flash.

Education

University of Cincinnati

Bachelor of Science

Digital Design
09/2003 to 06/2008

Personal Projects and Services

- Designed and built the React frontend for an online score tracker for the board game Twilight Imperium, which is now the #1 score tracker for Twilight Imperium according to Google search (ti4score.com).

- Designed and built an online initiative tracker in React for Pathfinder's 2nd Edition (similar to Dungeons & Dragons).

- Designed and built a mobile-friendly web application for serving cards in a family board game. This online system replaced an inconsistent and analog method that was previously used. New cards could also be added into the game via an online submission form via SQL.

- Created numerous designs for t-shirts utilizing multiple methods of art style, including hand drawn, vector-based, and image-manipulated solutions.

- Painted hundreds of D&D-based miniatures, incorporating various painting techniques such as dry brushing, wash painting, and edge highlighting.

- Designed and built the website for a family business via Squarespace, addressing multiple company needs and delivering a final product ahead of schedule.