

Tony Trucco

Director of UI/UX

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222 W 5th St.
Covington, KY 41011

614.282.8186
tonytrucco@gmail.com

Skills

Technology

LANGUAGES AND FRAMEWORKS

Javascript, React, CSS3, HTML5

KNOWLEDGE AND APPLICATIONS

- UX best practices
- Responsive design
- PURE design methodology
- Version control
- Cross-browser support
- Mobile optimization
- User testing
- Figma
- Balsamiq
- Sketch
- InVision
- Adobe CC Suite
- Sublime Text / VSCode
- GitHub

Experience

Vora Labs / Director of User Experience

MAR 2022 - PRESENT, CINCINNATI

- Responsible for managing user experience objectives for multiple businesses within Vora Ventures.
- Created design concepts for templating an administrative tool meant to view and QA 3D rendered images, moving it from single- to multi-client capability.
- Led the design, testing, and implementation of a website overhaul, featuring improved navigation and filtering capabilities.
- Conceived and designed a gamification strategy for a mental health mobile application.
- Designed and ran user testing and interview scenarios.

Everything But The House / Director of User Experience

FEB 2020 - MAR 2022, CINCINNATI

- Interfaced with numerous departments, ensuring buy-in on development initiatives and aligning business goals with design and development needs.
- Created a library of design system components for use across multiple projects, increasing productivity and reducing

development time.

- Designed, tested, and built a redesigned version of the EBTH website, incorporating UX best practices and new branding guidelines.
- Built and updated internal tools for warehouse staff—including touchscreen enhancements—to improve item processing throughput.
- Retrofitted entire user-facing website to be ADA compliant, allowing EBTH to avoid expensive litigation for non-compliance.

Tangram Flex / UX Designer, Team Lead

OCT 2018 - FEB 2020, DAYTON

- Responsible for creating the overall look and feel for the Tangram Pro web application.
- Managed workload and prioritized tasks for the frontend team, gathering requirements and distilling customer problems and requests into workable user stories.
- Created and presented design mockups for all customer-facing features, incorporating changes and additions in an agile and fast-paced work environment.
- Lead user interviews with internal customers, ensuring that implemented features met their expected needs.
- Met bi-weekly with application stakeholder, presenting initial concepts in a design review format for feedback and assurance of strategic alignment.

Axcess Financial / Frontend Designer

FEB 2018 - OCT 2018, CINCINNATI

- Created a cohesive design strategy for web applications, taking à la carte styles and combining them into a unified system to be used across all frontend projects.
- Established best practices for style sheets and implemented an extensible method for styling across the development team.
- Responsible for creating all initial designs for new pages and features, requiring communication and coordination across multiple departments.
- Managed implementation of designs from prototype to production, ensuring a suitable user experience across all responsive breakpoints.

CompleteSet / Frontend Engineer

MAY 2016 - JAN 2018, COVINGTON

- Learned React methodology and rewrote entire frontend code-base from .erb into React in less than three months.
- Designed and implemented numerous feature changes to the main website to increase mobile-friendliness and reduce user frustration. This included an improved search flow and dramatically reducing the footprint of imagery across the site, utilizing services such as Cloudinary to deliver optimized images.
- Built, tested, and launched a new bidding feature in less than two months. In October 2017, this feature won Best New Product at the Greater Cincinnati Venture Association Awards.
- Created a code-repository template to increase the speed at which new products and sites could be designed and launched.

- Managed and built the entire frontend for a client-facing subdomain, utilized by collectible sellers to list and ship products.

NIOSH / Web Author

JUL 2015 - MAY 2016, CINCINNATI

- Managed the development and distribution of web content for all of NIOSH through the proprietary CMS system.
- Collaborated with clients and the Visual Communications team to create graphics and presentations that communicated complex, scientific topics to the general public and other target 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.
- Received three Flying High awards in less than a year for going above and beyond the requirements of the position on multiple occasions.

Top Gun Sales Performance / Interaction Designer

APR 2012 - JUL 2015, CINCINNATI

- Lead UI/UX designer for all client-facing applications, responsible for meeting business requirements and targeted goals between clients and the development leads.
- Lead developers through the construction of frontend interfaces using Foundation, HAML, SASS and Angular.
- Built testing scenarios and lead user testing for applications.
- Developed and implemented a new style guide and brand.
- Lead the design and UX 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 page, mocking up all interactions, and implementing the entire frontend design in one week.
- Acted as lead designer and project manager for interactive menu boards for an external client.

Hobsons / Web Designer

NOV 2008 - MAR 2012, CINCINNATI

- 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 in Digital Design
SEP 2003 - JUN 2008, CINCINNATI

Personal Projects and Services

- Designed and built the frontend for an online score tracker for the board game Twilight Imperium.
- 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.
- 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, addressing multiple company needs and delivering a final product ahead of schedule.