

## Tony Trucco

User Experience Director  
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### ABOUT

UX Director with 10+ years of experience creating user-centered digital products. Skilled in React and frontend development, with expertise in UI, accessibility, and Agile practices.

Experienced in leading cross-functional teams and delivering high-impact, business-driven solutions.

### SKILLS

- UX best practices
- Information design
- Wireframing & prototyping
- Personas & journey maps
- User testing
- Accessibility
- Figma, Balsamiq, Sketch, InVision
- Adobe Creative Cloud
- JavaScript / TypeScript, React
- HTML5, CSS3
- Responsive & mobile design
- Cross-browser support
- VSCode / Sublime, Github

### EXPERIENCE

#### Trucco Design, LLC

Owner, Designer, Developer  
06/2023 to Present, Self-Employed

*Trucco Design offers freelance and contract services, specializing in intuitive UI design and front-end web development using top industry practices.*

- Designed and launched a user-centered React platform for 3D model evaluation, enhancing user experience and driving over \$300,000 in lead potential for a data center client.

#### [Vora Labs](#)

Director of User Experience  
03/2022 to 06/2023

*Vora Labs is a small team (3-6 people) within Vora Ventures, focused on assessing and solving technical and design needs for its brands. The team regularly led and collaborated with design/development teams of 10+.*

- Led a team of 4 to design and implement user-centered solutions for Vora Ventures, managing 3 projects and meeting all deadlines.
- Spearheaded a 6-month redesign of a mental health website using Figma, React, and Contentful, improving search speed by 3x.
- Collaborated with executives to align UX initiatives, enhancing overall project outcomes.

- Optimized project management with Jira, Trello, and Asana, improving delivery timelines across multiple projects.
- Developed a gamification strategy for a mental health app to enrich user experience.
- Conducted UX studies, surveys, and interviews for a location-based rewards app, delivering insights that optimized features and the development roadmap.

### Everything But The House

Director of User Experience

02/2020 to 03/2022

*Everything But The House (EBTH) is a Cincinnati-based company with 100+ employees, specializing in online auctions of second-hand goods and handling its own warehouse and shipping services.*

- Directed UX for digital products, improving service experiences for internal and external users.
- Implemented warehouse touchscreen solutions, saving \$100,000 monthly in item processing.
- Led cross-functional teams to redesign a customer website, improving usability and accessibility.
- Built interactive prototypes with Balsamiq, Sketch, and Figma, securing stakeholder buy-in.
- Developed a design guide for client websites, enhancing branding and speeding up development.
- Conducted UX studies and iterated improvements in an Agile environment.
- Established a React-based design system library, reducing development time across 3 projects.
- Led an ADA compliance audit, improving accessibility scores by 10% within a month.
- Analyzed UX data and presented improvement reports to management for internal applications.
- Collaborated with the CTO to streamline the ticketing system, cutting resolution times from days to hours.

### Tangram Flex

UX Designer, Team Lead

10/2018 to 02/2020

*Tangram Flex is a small company (<100 employees) that contracts with the Federal Government to improve hardware-to-software interface safety in complex systems through research, insights, materials, and products.*

- Led design for the Tangram Pro web application, guiding the development team.

- Ensured compliance with data visualization and validation policies through collaboration with experts and leadership.
- Managed a 3-person frontend team, prioritizing tasks and optimizing workflows in an Agile environment, delivering key project milestones on time.
- Developed and presented mockups for customer-facing features, refining designs based on feedback for stakeholder approval.
- Conducted user interviews to gather feedback, translating it into actionable design improvements.
- Facilitated bi-weekly design review meetings, refining concepts based on stakeholder feedback for strategic alignment and improved outcomes.

### **Axcess Financial**

Frontend Designer

02/2018 to 10/2018, Full-Time

*Axcess Financial (CNG Holdings) is a large financial company with a focus on online and in-store lending and banking.*

### **CompleteSet**

Frontend Engineer

05/2016 to 01/2018, Full-Time

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

### **NIOSH/CACI**

Web Author

07/2015 to 05/2016, Full-Time

*NIOSH, part of the CDC, focuses on research and recommendations for worker safety. CACI is a large government contractor specializing in technology.*

### **Top Gun Sales Performance**

Interaction Designer

04/2012 to 07/2015, Full-Time

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

### **Hobsons**

Web Designer

11/2008 to 03/2012, Full-Time

*Hobsons (PowerSchool) is a mid-sized company providing tools and resources for colleges and universities, specializing in online applications and freshman orientation programs.*

## **PERSONAL PROJECTS AND SERVICES**

- Designed and built the React frontend for [ti4score.com](https://ti4score.com), the top online score tracker for Twilight Imperium.
- Developed an [online initiative tracker](#) in React for Pathfinder 2nd Edition.
- Built a Squarespace website for a family construction business.