Salvatore Torneo

Director UX/UI

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Professional Summary

Accomplished strategic UX/UI Director regarded for designing user-centric solutions for web sites, mobile applications, and responsive web-based applications for B2B and B2C clients. Insightful leader with a proven track record of building and motivating high-performing teams that exceed quotas and surpass all expectations within top ad agencies and corporate enterprises. Demonstrated track record of improving client experiences by identifying unique customer needs and designing effective solutions. Organized with a keen eye for detail and the ability to prioritize and manage multiple projects simultaneously. Leverage strong communication skills to foster long-lasting relationships with colleagues, clients, and stakeholders. Adaptable leader known for bringing innovation, energy, and focus to any situation, ensuring the delivery of first-in-class digital experiences.

Core Competencies

- UX/UI Strategy and Leadership
- UI Pattern Library
- Enterprise Web Application Design
- Native Mobile App Design
- User-Centered Design (UCD)
- Data Driven Design
- Accessibility Design
- Customer Experience (CX)
- User Experience (UX)

Work Experience

One Network
Dallas, TX

Director UX/UI
September 2018 - Present

- Chart successful course of directing global UX/UI design initiatives for all enterprise digital products, including responsive web-based desktop applications, and mobile applications.
- Launch a new set of UX/UI tools to streamline the UX/UI design and development processes, boost output across all business units, and speed up time to new feature roll-out by 75%+.
- Drive the creative direction and implementation of a global enterprise UI design system resulting in tremendous customer satisfaction and adoption rates.
- Direct UI/UX design guidelines and standards to ensure consistent user experiences across multiple digital products.
- Engineer a set of reusable UI components accessible via a shared team library to achieve a cohesive look and feel across all products; champion new UX product workflows globally.
- Oversee UI implementation to assure Section 508 and web-accessibility standards are met to help company win a lucrative Department of Defense contract.
- Align objectives and bridge communications with remote UX/UI designers and developers to ensure all product development initiatives are completed on time and meet established targets.
- Coach and mentor a team of UX/UI professionals to help them succeed in the industry and achieve personal professional goals.

Supreme Golf
Dallas, TX

Creative Director
August 2015 - August 2018

- Directed UX/UI design and quality assurance operations for all digital and non-digital products, including responsive websites, web-based applications, and native iOS and Android mobile applications; authored user stories, workflows, and prototypes.
- Expeditiously devised new tools, functionalities, and cohesive UI components for a consumer-facing website and multiple disparate native applications to achieve consistency among all digital products.
- Implemented processes and methodologies while collaborating with an offshore development team to ensure output achieved established goals; the successful launch of new native Android and iOS apps reduced customer's time to book and increased positive feedback in app stores.
- Directed and designed a native tablet POS application that allowed gold club stuff to manage bookings, golf carts rentals, and employees as well as track kitchen orders.
- Demonstrated expertise in customizing iOS Human Interface Guidelines (HIG) and Android Material Design app patterns to develop a suite of native applications.
- Coordinated with remote back-end developers to create a seamless booking and payment experience by personalizing and implementing APIs from various tee time providers.

IBM Digital
Dallas, TX

Principal UX/UI
September 2014 -
August 2015

- Directed UX/UI design for digital products, including responsive websites and web-based applications for Jostens, AT&T, and other clients.
- Collaborated with clients to develop strategies for responsive web-based application deliverables; liaised directly with stakeholders to ensure branding, UX/UI, and project goals were achieved within agreed-upon timelines.
- Engineered user stories, workflows, and prototypes for open team discussions.
- Built a Bootstrap component library for AT&T to ensure consistency of UI across multiple products.
- Partnered with remote front-end team to help enforce UX/UI product goals and UI standards.
- Recorded and edited audio and video for interactive new client pitch presentations.

Nanthealth
Dallas, TX

Director UX/UI
September 2011 -
June 2014

- Directed UX/UI design operations for web-based patient portals for hospitals, doctors, and patients.
- Oversaw a team of local and remote staff, contract UX/UI designers and coordinated with remote development teams to develop and build out products in line with quality standards.
- Established a Bootstrap component library to ensure consistency across all data-driven applications.
- Participated in meetings with company stakeholders to brainstorm and develop new product ideas and strategies.

Previous Experience

Verizon - Dallas, TX // **UX/UI Designer**
Mizuni - Dallas, TX // **Creative Director**
Hotels.com - Dallas, TX // **Sr. Art Director**
Yahoo! - Dallas, TX // **Creative Director**
Rapp - Dallas, TX // **Sr. Art Director**
Sabre - Dallas, TX // **Sr. UI Designer**
Ackerman McQueen - Dallas, TX // **Sr. Art Director**
i2 Technologies - Dallas, TX // **Sr. Art Director**
The FOCUS Agency - Dallas, TX // **Creative Director**
Tribal Worldwide - Dallas, TX // **Multimedia / HTML Developer / Streaming Media**

Client List

7-11, American Airlines, AT&T, Bank of America, Best Buy, Brinker, Crest, Dell, Direct Energy, DreamWorks, Dupont, Experian, Footaction, Frito-Lay, GAP, Hotels.com, IBM, Jostens, LaQuinta, Microsoft, Midway, Miller Beer, MTV, Novartis, Olay, One Network, Pepsi, Procter & Gamble, Samsung, Shell Energy, Supreme Golf, Tostitos, Toyota, Travelocity, Verizon

Technical Proficiencies

Sketch, Zeplin, Adobe Creative Suite, Figma, Audio/Video Editing

Awards and Honors

Advertising Age // **Pepsi World**
Award of Excellence, Best Graphics Online (Gold), Best Overall Design (Silver)

Education

Collin County Community College - Multimedia Design & Development, Audio/Video editing, 3D modeling/animation