Tobias Conio

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PERSONAL PROFILE

Driven and enthusiastic Senior UX/Web Development professional with a proven track record of bringing challenging projects to successful completion by clearly communicating with stakeholders on all levels. Adapts to new situations, technologies and translating that into a user-focused experience.

- Creates user-experience through understanding technology and natural user behavior In Drupal and WordPress or standalone product.
- Designs information architecture with full stack capabilities across domains - I am the liaison between design, technical development and deployment.
- Applies agile methodologies throughout, focusing on accessibility and measurable success for the product.

CAREER

College of the Holy Cross
Manager, Digital Technologies and Senior Web Developer, 2017 – 2022

Served as a product owner in the Colleges first agile development team, creating and prioritizing development goals, and reducing project backlog from the pipeline.

Led the internal UX/Web development team in creating student journeys, user personas and information architecture by coordinating deliverables with the network group and external developer, and writing plugins and templates for cross domain information sharing.

Collaborated with the digital marketing team and campus partners to visualize data for campaigns and news to measure impact. Streamlined content management and delivery workflows through continuous iteration.

Manager, Digital Technologies and Web Developer, 2012 – 2017

Responsible for the Colleges heavy traffic web vehicles, UX/UI design and development of wire frames and template creation in Drupal and WordPress.
Directed version control and cloud migration, periodic facelifts and full redesigns.

Advocated for and led accessibility standards, user-interface and user-experience, and developed information exchange architecture across 5 online vehicles.

Developed the CI/CD pipeline design with the network group and led the strategic move to Git versioning, and focus on mobile optimization and Think Design.

Collaborated with the digital marketing team on updates and customization of over 40 campus partner websites by leading optimization of daily tasks and project assignments from the pipeline.

EDUCATION

BFA / Graphic Design, UX / UI
Scrum Master Certification
UX Certifications / Mobile Design

SKILLS

Design and Development work in B2B and B2C
Personal and Project Management experience
Expert knowledge of WordPress and Drupal
Expert in HTML, CSS, JavaScript, PHP & XML, Git
Fluent in English and German

Web Developer UX and IT Project Manager
John Hancock Life Insurance Company (U.S.), 2009 - 2011

Served as the product owner for the technical development of over 20 websites and 13 standalone apps in HTML and JavaScript/XML/PHP for the U.S. marketing department.

Executed the development of applications for B2B and B2C client use such as Calculators and Video players with extended interactive user logic.

Led the development of machine-readable search tools in connection with XML and MySQL.

Responsible for the User Interface Design and Tracking Analytics of such apps.

Collaborated with the design department, video vendors and product stakeholders to deliver marketing and training materials or documentation.

Web Developer and IT Project Manager
TechTarget, 2007 - 2009

Spearheaded the development of HTML pages and templates for the companies B2B marketing team.

Directed the department in the development of custom Flash apps and animated digital assets.

Created wireframes and graphic design work for web vehicles and collaborated with stakeholders to deliver marketing materials for the international market and professionals in the U.S.

Web Developer and IT Project Manager
BT - British Telecom, 2006 - 2007

Responsible for the development of Flash E- Learning Apps to support the international marketing team.

Created web vehicles wireframes for the U.S. marketing department.

Partnered with project managers, coaching professionals, voice actors, and digital music professionals.

Collaborated with the design department and product stakeholders to deliver marketing and training materials or documentation.

Graphic Design and IT Project Manager
Puma - North America, 2004- 2006

Developed Flash apps and HTML pages to support the international marketing team for various online campaigns for the company website and multiple microsites.

Facilitated with the international marketing team in the development of web assets for PUMAs popular „I'm Going" series, conceived by Tank in 2006.

Supported the international stakeholders and their partners in Germany and Austria.

Led the U.S. team through conventions and exhibitions in Germany.

TOOLS

Accessibility: Wave, Siteimprove
Agile: Rally, Jira
CMS: WordPress, Drupal, Adobe Experience Manager, TeamSite
Collaboration: Abstract, Slack, Asana, Samanage
Design & Development: Adobe CC, Sketch, Fusion3D, Sketch Up, JSFiddle
Research: Adobe Analytics, Google Analytics, User Zoom, User Testing
Prototype: Invision, Axure, Figma
Primary Frameworks: HTML, PHP, CSS, JAVASCRIPT, jQuery, Angular, XML
Version Control: Git