

Dayne Petera

Product Design

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PROFESSIONAL SUMMARY

Multi-disciplinary product designer with 10 years' experience driving business success through user-centered design. Passionate about collaborating with product teams to solve problems that scale and impact users.

WORK HISTORY

Trainual Senior Product Designer *Jul 2024 - Jan 2026*

Created experiences used by Trainual's 100k+ users, including Software & Tools, containing more than 7,000 unique tool entries, and HRIS Sync which grew from 5% to 30% adoption within two months of release, saving 2–4 minutes per user update. Delivered admin tooling, implemented white-labeled MFA to achieve SOC 2 compliance, and contributed to early work for a greenfield operational health product.

Veho Senior Product Designer *Apr 2023 - Jan 2024*

Led design on an internal mobile app for Veho's 40+ warehouse Ground Operations space. Was responsible for internal management metric and insights dashboard. Collaborated on a visual chain of custody system, which led to significant reductions in on-time-delivery misses as well as a 90% reduction in time taken for package accountability,

Lessen Senior Product Designer *Nov 2020 - Jan 2023*

Managed in-house design system from 0-1 for cross-team utilization at a startup dedicated to minimizing servicing costs for large-scale rental property clients. Led design of Lessen's first mobile app for service professionals, driving 75% adoption and job completion through the app, with a stellar 4.9 app rating.

StrongMind UI | UX Designer *May 2017 - Nov 2020*

Spearheaded the Strongmind app and engagement system, driving 12% course completion and 5% seat-time increases across multiple clients for an ed-tech firm democratizing education via technology solutions. Collaborated with stakeholders to ensure alignment between business objectives and user-centric, scalable design.

Pearson Education UI | UX Designer *May 2015 - May 2017*

Part of a team solutioning for premier K-12 software utilized by over 8 million students and educators. Led UX and oversaw contractors for an observational assessment tool and contributed to designing Pearson's top-tier learning management systems, e-reading platform, and course rostering system.

Education, references, and more available at [linkedin/in/daynep](https://www.linkedin.com/in/daynep)

EXPERTISE

Product Design
Design Systems
Mobile Design
Workflow Design
SaaS Platforms
Interaction Design
User Research
Product Strategy
Rapid Prototyping

KNOWLEDGE

Figma, FigJam
Claude, Replit, etc.
Gemini, ChatGPT
HTML & CSS
Javascript
GIT

