

Dayne Petera

Senior Product Designer Oregon, USA

 dayne.design

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PROFESSIONAL SUMMARY

Multi-disciplinary designer with 9+ years of industry experience, adept at driving business success through user-centered design. Led successful projects at companies such as Veho and Pearson, while emphasizing the importance of delivering value and iterating rapidly for optimal outcomes.

WORK HISTORY

Veho Senior Product Designer *April 2023 - January 2024*

Led design on an internal mobile app for Veho's nationwide Ground Operations space. 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, among other successes.

Lessen Senior Product Designer *November 2020 - January 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 - November 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.

EXPERTISE

Visual Design
Interaction Design
Prototyping
Design Systems
Iterative Design
Product Definition
Discovery Research
Usability Research
Whiteboarding

KNOWLEDGE

HTML & CSS
Javascript
GIT

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

