

Dayne Petera

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PROFESSIONAL SUMMARY

Multi-disciplinary product designer with 10+ years of industry experience, adept at driving business success through user-centered design. Led successful projects at companies such as Trainual and Pearson, while emphasizing the importance of delivering value and iterating rapidly for optimal outcomes.

WORK HISTORY

Trainual Senior Product Designer *Jul 2024 - Current*

Led design of core platform features at Trainual, including Software & Tools, HRIS Sync, internal admin tooling, and multi-factor authentication to support SOC 2 compliance, improving onboarding and integration workflows. Separately, contributed to a greenfield product focused on expanding Trainual's offerings.

Veho Senior Product Designer *Apr 2023 - Jan 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 *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.

EXPERTISE

Visual design

Mobile design

AI prompting

Components

Design systems

Iterative design

Product definition

Usability research

Whiteboarding

KNOWLEDGE

Replit

HTML & CSS

Javascript

GIT