

# Dayne Petera

Designer, storyteller, coffee lover Oregon, USA

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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

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

