

Dane Seaton

Product Designer

With nine years of diverse design experience, I excel at translating complex user needs into impactful, user-centric solutions. By fostering collaboration across teams, I drive outcomes that enhance user experiences and deliver tangible value to businesses and their clients.

PROFESSIONAL EXPERIENCE

3D Designer / BIM Arterra Interactive Surry Hills, NSW

April 2024 - Present (Contract)

Arterra Interactive is a leading Australian creative agency, specialising in visual storytelling for the construction industry and urban developments.

Highlights

- Optimised design workflows by developing and maintaining a design template, reducing modeling time by 30% across projects.
- Spearheaded workflow development for council models, creating a new revenue stream that generated \$10K per project.

Product Designer Abyss Solutions Sydney CBD, NSW

May 2022 - June 2023

Abyss is leading and shaping the autonomous inspection industry. As the first product designer, I led cross-functional communication and contributed to shaping product strategy for version two of Abyss's SaaS platform, Fabric. I collaborated with machine learning teams and conducted user research with internal stakeholders and B2B clients to ensure alignment with business goals.

Highlights

- Developed the product strategy from the ground up, conducting research to identify core needs and prioritising key features for clients and internal stakeholders.
- Played a key role in shifting the company's product strategy from feature-based to outcome-driven, aligning design decisions with business and user impact.
- Increased work efficiency by 4x by integrating key touchpoints into the program, streamlining workflows, and boosting stakeholder engagement.
- Validated a solution leveraging 3D scans and AI to enhance program navigation, improving usability and efficiency.
- Optimised 3D point cloud tagging services, reducing oil platform onboarding costs by \$60K–\$70K per project.
- Enhanced internal communication and collaboration by creating a centralised repository of domain-specific product information, including a style guide, design system, and terms glossary.

Product Designer Linkmate Remote

July 2021 - May 2022 (Internship)

Linkmate is a social enterprise devoted to proactive emotional support. As part of a team of two designers reporting to the founder and lead engineer and tasked with redeveloping Linkmate's mobile application, I conducted research and design to improve engagement and user acquisition.

Highlights

- Led the implementation of a design system, streamlining communication and ensuring design consistency.
- Improved app onboarding and user engagement by conducting informational interviews and moderating A/B testing sessions.

Artarmon, NSW

0478 695 491

dseatondesign@gmail.com

dseatondesign.com

linkedin.com/in/daneseaton

SKILLS

Core UX Skills

UX Research (Quant & Qual)
Usability Testing
User Stories, Journey Mapping
Information Architecture
Prototyping Wireframing
B2B, B2C, SaaS
AI Design
Product Strategy
Roadmaps (Now, Next, Later)
Interaction Design
Responsive Design
Visual Design

Soft Skills

Team Leadership
Stakeholder management
Critical Thinking
Independent Problem-Solving
Proactive / Collaborative
communication Active listening
Workshop facilitation

Methodologies & Frameworks

Agile (Sprints, Scrum, Kanban)
Design Thinking
Human-Centred Design

Tools

Figma
ChatGPT
Midjourney
Dovetail
Confluence
Jira
Maze
Photoshop
HTML, CSS, Javascript

FORMAL EDUCATION

AI for Designers

IxDF (March 2024)

UI Design Patterns

IxDF (October 2023)

Agile Methods for UX Design

IxDF (August 2023)

Front-End Web Development

Academy Xi (Aug 2022)

UX/UI Design

Academy Xi (Sept 2021)

UX Nanodegree

Udacity (March 2021)

Python Certificate

Archistar (June 2020)

Building Design Diploma

TAFE Western Sydney (Sept 2015).

UX Researcher Drop Bio Health

Remote

November 2021 - December 2021 (Contract)

Drop Bio Health is transforming the field of inflammation and personalised and preventative health - improving the quality of life for people across Australia and around the world. As one of two researchers reporting to the founder and head of marketing, I interviewed 45 participants (men and women), contributing to 92 interviews as part of a customer discovery project.

Highlights

- Identified spending behaviors, providing insights that informed a strategic pricing model and enhanced marketing approach.
- Validated the motivations of two key target customer segments, informing design and marketing strategies.
- Refined the target audience through informational interviews, identifying an additional client segment to target for service promotion.

Product Designer Wedora

Remote

August 2021 - September 2021

Bootcamp client project. I co-led the team, contributing to the discovery process and design while identifying applicable value propositions for photographers.

Highlights

- Identified partnership opportunities for wedding photographers through market research, uncovering incentives that aligned with their needs.
- Contributed to the landing page redesign by crafting compelling value propositions aligned with core user needs.
- Facilitated a design workshop with wedding photographers, contributing to the collaborative design process.

3D Designer / BIM Ivolve Studios

Sydney City, NSW

September 2016 - June 2021

Ivolve Studios is an award-winning architectural visualisation and 3D animation studio based in Sydney engaged in high-profile projects in Australia and internationally. Mentored junior 3D designers and facilitated a team of eight 3D artists. I read and interpreted plan drawings and elevations to design 3D models and develop solutions to modelling issues based on client needs and insights.

Highlights

- Reduced model development time by 3 hours per week, per project, per person by collaborating with engineers to create a batch script for translating information between client models.
- Enhanced productivity and efficiency by leading project triaging through Google Sheets and Trello.
- Enhanced and expanded the in-house template and design library, boosting design speed and consistency.

Building Designer Rapid Plans

Northern Beaches, NSW

January 2015 - September 2016

Handled the drafting process from concept design to application submission, iterating the design to meet client needs and council regulations efficiently and effectively.

Highlights

- Fostered trust-based relationships with private certification consultants, including geotechnical engineers, to accelerate approval processes.
- Consulted with clients both over the phone and in person to create designs that addressed their immediate and long-term needs.
- Conducted research and designed based on insights from building standards and council regulations to meet design requirements.

LANGUAGES

English (Native)

Portuguese (Intermediate)