

# Dane Seaton

## UX Designer

With nine years of diverse design experience, I specialise in identifying and addressing user needs through collaborative efforts, ensuring a mutually beneficial outcome for businesses and their clients. Proficient in the entire product design life cycle, I can leverage my experience in 3D and architectural design to enhance the spatial, data, and visual design aspects of a product effectively.

## PROFESSIONAL EXPERIENCE

### 3D Designer Arterra Interactive Sydney City, NSW

April 2024 - Present

Managed client BIM models. read and interpreted construction drawings, research design standards to design realistic 3D models.

#### Highlights

- Reduced modelling time by 30% based on observed project timelines by building and maintaining a design template.
- Established a new revenue stream by leading workflow development for council models, bringing in \$10k per project.

### UX designer Abyss Solutions Sydney City, NSW

May 2022 - June 2022

As the first UX designer, I fostered cohesive communication across cross-functional teams, shaping product strategy and insights. Working within an embedded team, I reported to the tech lead and collaborated with the machine learning team, conducting user research with internal stakeholders and B2B clients to design version two of Abyss's SaaS platform Fabric.

#### Highlights

- Created the UX strategy from scratch researching to find core needs, and prioritising the most important features for the clients and internal stakeholders.
- Contributed to the company's transition from a feature-based product strategy to an outcome-based one.
- Increased the Full Time Equivalent (FTE) of internal stakeholders by 4x by integrating necessary touchpoints into the program resulting in improved workflow.
- Validated a solution that uses 3D scans and AI to improve the navigation of the program.
- Significantly enhanced 3D point cloud tagging services, resulting in substantial cost savings of 60-70K per oil platform onboarding.
- Improved internal communication and collaboration by establishing a central repository of domain-specific product information, including a style guide, design system and terms glossary.

### UX designer Linkmate (Internship) Remote

July 2021 - May 2022

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 design system implementation, resulting in faster design communication and consistency.
- Contributed to enhancing onboarding and user engagement in the app through informational interviews and moderated A/B testing.

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## SKILLS

### Industry Knowledge

UX Research (Quant & Qual)

AI design

Product strategy

Interaction design

Responsive design

Agile (Sprints, Scrum, Kanban)

Roadmaps (Now, Next, Later)

Usability testing

Information Architecture

Prototyping Wireframing

User stories

Customer journey mapping

Visual design

SaaS

B2B

B2C

### Interpersonal

Team leadership

Design thinking

Human-centred design

Critical thinking

Self-reliant

Proactive communication

Collaborative communication

Active listening

Workshop facilitation

Stakeholder management

Problem-solving

### Tools

Figma

HTML, CSS, Javascript

ChatGPT

Midjourney

Photoshop

Dovetail

Confluence

Jira

Maze

User testing.com

## **UX Researcher** Drop bio

Remote

November 2021 - December 2021

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**

- Uncovered spending behaviours, contributing to a well-informed pricing strategy and effective marketing approach.
- Helped validate the motivations of two target customers.
- Refined their target audience based on informational interviews, uncovering one additional client to promote the service too.

## **UX 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 by doing market research and uncovering incentives that met the needs of wedding photographers.
- Contributed to redesigning the landing page with compelling value propositions based on core user needs.
- Facilitated one of two design workshops with wedding photographers.
- Held one-on-one interviews with wedding photographers.

## **3D Designer** Iolve Studios

Sydney City, NSW

September 2016 - June 2021

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**

- Saved three hours per week, per project, per person in model development time by collaborating with engineers to develop a batch script resolving translating information between client models.
- Improved productivity and efficiency, leading the triaging of projects using Google Sheets and Trello.
- Improved and built upon the in-house template and design library to improve 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**

- Built trust relationships with private certification consultants such as geotechnical engineers to expedite approval.
- Consulted with clients on their briefs over the phone and face-to-face to create designs that considered their immediate and long-term needs.
- Researched and designed from insights using building standards and council regulations to pass design requirements.

## **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)

## **LANGUAGES**

**English** (Native)

**Portuguese (Intermediate)**