

DYANI CATORI

BEHAVIOR DESIGNER

CONTACT

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dyani.design

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SKILLS

Figma

Interaction Design

Neurodiversity-Informed Design

A/B Testing

HTML/CSS

Usability Testing

Prototyping

Accessibility

User Research

Design Systems

EDUCATION

Full Sail University

AS User Experience

12/2023

BS User Experience

Expected 12/2026

DeVry University

Web Design

Certificate

06/2021

Work Experience

Tether - Founder

Nov 2025 - Present | Remote

- Solo-shipped from research to App Store in 4 months
- Owned the full product lifecycle
- Designed privacy-conscious AI moderation balancing safety, personalization, and minimal data collection

Paylocity - Product Designer

July 2021 - Mar 2026 | Remote

- 98% completion rate against a 20% baseline goal
- A/B test proved 20% better performance, contributing to \$1.2M in revenue in 2 months
- Improved CTR by 60% after redesigning a failed timecard walkthrough

Kid Commerce - UX Designer

Nov 2022 - Sept 2023 | Remote

- Led 0→1 UX design for a dual-user platform across 6 parent/child flows
- Built the design system and information architecture for dashboards, learning, gaming, and marketplace
- Led research and cross-functional alignment

Projects

IKEA

AR System

- Multi-flow AR
- Thumb zone design

OnePay

Banking app redesign

- Behavioral research
- Usability testing