

# 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

BS User Experience

Expected December 2026

#### DeVry University

Web Design Certificate

## Experience

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### Product Designer - Paylocity

July 2021 - Mar 2026 | Remote

- 98% completion rate against a 20% baseline goal
- A/B test proved 20% better performance, contributing to \$1.4M in revenue in 2 months
- Improved CTR by 60% after redesigning a failed timecard walkthrough
- 500+ original UX components reducing support interactions by 20%+

## Projects

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### IKEA

#### AR System

- Multi-flow AR
- Thumb zone design

### Tether

#### Behavioral nervous system stabilization app

- Science-backed research
- System architecture

### Kid Commerce

#### Dual platform webapp gamifying financial literacy

- 0>1 platform
- Age-segmented IA

### OnePay

#### Banking app redesign

- Behavioral research
- Usability testing