Trent Payne

PRODUCT DESIGN LEAD · SENIOR PRODUCT DESIGNER

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PROFILE

Product design leader and hands-on senior designer for complex B2B SaaS. For five years I have untangled municipal parking systems—tariffs, geospatial zones, multi-system operator workflows—for operators across North America and Europe. I coach a team of three designers and prototype AI-powered workflows with Claude Code.

EXPERIENCE

Interim Product Design Lead · Arrive (formerly EasyPark Group), Atlanta — Aug 2025 – Present

- Lead three designers; recruited and onboarded one and coach two across Arrive Pulse, Parking Policies and Pay Stations.
- Prototyped Pulse's AI North Star with Claude Code—Moby custom reporting with query explainability, plus peer benchmarking—and validated it with US and EU municipal authorities to shape the Q1 PRD.
- Set up continuous discovery with Product and UX Research: in-product feedback, a customer innovation panel, and a four-pillar KPI framework (JTBD completion, retention, CSAT).
- Led authentication UX with Security against the root causes of 90% of operator login failures; set US/EU localization standards and directed UX for Project Phoenix (US pay stations, monetization tiers).

Senior Product Designer · Arrive, City's Experience — 2021 – Aug 2025

- Designed recurring-rate authoring, rate rollover safeguards and event rates in PM360, so operators configure complex city pricing without engineering help.
- Defined UX and reusable Core UI patterns for the Rate Tester and geospatial zone filtering, letting operators simulate and validate tariffs before publishing.
- Led operator discovery (contextual inquiry, journey mapping, usability testing) and shipped with Engineering and QA through feature-flagged rollouts.

EARLIER

UX Designer, Senior Consultant · Sogeti USA — Jan 2020 – Jul 2021

UX manager on a train for a financial services client, working with PMs to inform strategy. Lead designer on two enterprise applications for the third-largest US restaurant chain.

UX Designer, Consultant · Sogeti USA — Jun 2017 – Jan 2020

Responsive B2B and enterprise web applications for a fleet card leader, an automobile manufacturer, and Fortune 50 consumer products and pharmaceutical clients.

Instructional Assistant · General Assembly — 2017

FOCUS

Strengths

B2B enterprise SaaS · Design leadership · Complex rule and geospatial systems · AI-native UX and explainability · Continuous discovery and JTBD · Design systems · US/EU localization

Tools

Figma · Claude Code (AI prototyping) · Mobbin · Survicate · Jira · Confluence · Dovetail

Education

General Assembly, UX Design Immersive, 2017
University of Georgia, BA International Affairs