Clayton Farr

Principal Product Designer

Salt Lake City, UT · Remote U.S. · Mountain Time · contact@claytonfarrdesign.com
claytonfarrdesign.com · linkedin.com/in/claytonfarr

SUMMARY

I turn complex product problems into clear, useful software. I help teams decide what to build, design how it works, and carry those decisions into working code.

Recent work: assessment and selection platform for U.S. military units (FORGE), live market intelligence with AI review synthesis (Wallets Out), AI voice receptionist for auto shops (Elated).

Helped build 50+ software products across two decades, for clients including 1-800-Contacts, Alere Health, Harris Utilities, BARD Medical, C.R. England and PolicyScout.

EXPERIENCE

Fractional Product Design Lead · SOFware · 2021 - Present

- Lead design for FORGE, used by U.S. military units to assess, select and develop people (12,000+ assessed).
- Partner with the founder and domain experts to turn assessment expertise into clear product decisions, then design the experience and build the front end with engineers.
- Building a design system that encodes design rationale and product intent alongside its patterns, so engineers and AI coding tools make sound design decisions without a designer in the room.

Principal Product Designer · Independent · 2021 - Present

- Product design and engineering for client teams and early-stage products, from idea to working software.
- **Wallets Out** (2025 - 2026): Led product and design and built the front end of a live market-intelligence tool showing builders where existing demand is underserved. Combines market data with AI review synthesis traceable to its sources.
- **Elated** (2024): Designed and built an AI voice receptionist for auto shops juggling phones and walk-ins; it took live business calls. Shaped how a natural-sounding AI sets honest expectations, fails gracefully and escalates to staff.
- **Cayenta** (2021): Led research and design of a unified service application for utility teams working across disconnected systems. Built full-stack prototypes to test workflows on realistic data, which engineers then built from.

Co-Founder, Chief Experience Officer · Weav · 2019 - 2021

- Customer-retention platform for SaaS companies. Led product strategy, customer research and product design.

Head of Product Design / Head of Product · Bluehost / MOJO Marketplace · 2017 - 2019

- Led product at MOJO through a major marketplace expansion, then led Bluehost's design organization across its product portfolio as part of its leadership team.

Principal Product Designer · Cireson · 2015 - 2017

- Established a new design practice and led UX for a flagship service-desk product for Microsoft IT environments.

Principal Product Designer, Co-Founder · FORM · 2011 - 2015

Product Designer, Founder · Farr Design · 1999 - 2011

SKILLS, AVAILABILITY AND EDUCATION

Design: UX and UI design, design systems, data visualization, user research, usability testing, Figma
Engineering: design engineering, full-stack prototyping, web applications, TypeScript, Svelte, React
AI: conversational and voice interfaces, LLM-powered features, AI-assisted development (Claude Code, Codex, Cursor)
Availability: Available now, contract or full-time. Remote U.S., Mountain Time.
Education: Bachelor's degree, University of Utah