



Clayton Farr · Principal Product Designer

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A multidisciplinary Principal Product Designer with three decades of experience, I specialize in applying expertise across design, strategy, engineering, and AI to ship valuable software.

My experience has refined the ability to innovate within complex product ecosystems swiftly, collaborating with and leading diverse teams to transform ambitious ideas into tangible products that surpass business goals and customer expectations.

Expertise & Skills

Product Design · Product Strategy · Product Discovery · User Research · Product Validation
Team Leadership · Design Systems · Figma · Full-Stack Prototyping · Artificial Intelligence (AI)

Experience

Principal Product Designer, Founder – Design:Gradient · 2021 - Present

Helping AI startups unlock the potential of their technology through expert product design. My work involves product design strategy, customer/user research, collaborative product design, design system development, and full-stack prototyping to quickly evaluate concepts against real-world behavior.

CXO, Co-Founder – Weav · 2019 - 2021

Co-founded Weav, helping guide the SaaS Customer Experience suite from inception to sale. Led product strategy and design, drove product evolution through customer research, product design, rapid prototyping, user testing, and marketing design. Developed and maintained design systems, mentored junior designers, and collaborated closely with engineering teams.

Head of Product Design & Discovery – EIG / Bluehost · 2018 - 2019

Guided evolution of existing products and discovery of new ones in a rapidly changing market. My role involved growing and mentoring the design team, co-leading product strategy with cross-functional department leads, and overseeing product design efforts. This work resulted in competitive enhancements, improved market relevance, and increased customer value.

Head of Product – EIG / MOJO Marketplace · 2017 - 2018

Guided Product Management teams during a critical growth phase for business, fostering collaboration across departments and business units. Leadership in customer discovery, product strategy and team building helped navigate product amidst parent company leadership changes and market challenges.

Experience (continued)

Principal Product Designer – Cireson · 2015 - 2017

Led the design of two new flagship products, laying the foundation for Cireson's next-generation offerings. Implemented user-centric design practices, product validation, and front-end engineering, elevating the company's product suite.

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

Helped diverse startups and internal teams shape their product visions into competitive products through customer research, strategic product design, and rapid evaluation. My work accelerated development and ensured that a product's feature set and design were closely aligned with business goals, market needs and user expectations..

Sr. Product Designer, Practice Director – Software Technology Group · 2008 - 2011

Led product design for a diverse array of international clients, applying expertise in design, product strategy, and user research to deliver custom solutions tailored to various industries. Established STG's Product Design and Front-End Engineering Practices, where I focused on building and mentoring teams comprised of junior to senior practitioners.

Sr. Product Designer – Farr Design · 1998 - 2007

Provided bespoke product design and marketing services to clients across industries. My work aligned client's product vision with user insights to develop products and campaigns that not only met, but often exceeded their expectations for user engagement and business impact.

Graphic Designer – Patillo + Associates · 1991 - 1997

Created effective brand design and marketing campaigns for notable clients including The Sundance Film Festival and the US Ski Team. My work in brand and marketing played a key role in elevating both client presence and customer engagement.

Education

Bachelor's of Art / Filmmaking – University of Utah · 1999

earned to create compelling visual journeys through filmmaking, supplemented by additional studies in design, marketing, and psychology. This education formed the foundation for my skills in creating effective visual / UI design and designing UX user flows. Insights from marketing and psychology underscored the importance of brand, positioning, and human behavior in product success.