

# Clayton Farr

Product Design & Direction

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2830 Louise Avenue, Salt Lake City, UT 84109

Design professional with 20+ years of experience across marketing, web, and digital products. Leads design efforts with a clear grasp on both the strategic and tactical. User experience expert with sharp business intelligence that aligns user needs and business concerns. A mentor and strong communicator who brings organization and clarity to the complex. Measures and moves the levers that affect a product's actual delivered value.

## Areas of Expertise

Creative Team Leadership & Development  
Product Strategy · User Experience Design  
Interaction & UI Design · User Research  
Personas · User Testing · Content Strategy  
Prototyping · Modular Design Systems  
Web Technology Fluency · Client Communication

## Previous Clients

Alere, Experticity, 1-800 Contacts, Endurance International Group, MOJO Marketplace, CR England, Bard Medical, Northwest Research, LDS Church, Leo Technologies, University of Utah, Park City Ski Area, KÄSTLE Skis, US Ski Team, The Sundance Film Festival

## Professional Experience

### FORM

#### Product Design

3 years (2012 - Current)  
Salt Lake City

#### Product Design Lead & Co-Founder

FORM is a product design consultancy serving clients nationally. I direct design efforts, working closely with the C-level suite and internal teams. Resulting in products that align the needs of customers, users, and business goals.

- Led redesign of Alere Health's Wellness Platform, helping hundreds of thousands take control of their behavior through modern behavior-modification tools and principles.
- Led redesign effort for Experticity's next-generation product expert platform, reaching over 2,000,000 members, and 690 clients.
- Led branding and product updates that increased the value of Endurance International Group's MOJO digital goods marketplace to new, non-technical markets.

### Software

#### Technology Group

5 years (2008 - 2013)  
Salt Lake City

#### Product Design Lead & UX Practice Director

Software Technology Group (STG) is a software development and consulting firm, serving multinational clients. As their product design lead I directed specific client projects, mentored and managed STG's design team, and supported sales efforts.

- Led redesign of 1-800 CONTACTS' core business software, resulting in the increase of call-center agents' effectiveness and profitably.
- Led redesign of CR England's internal toolkit to support drivers, resulting in increased capabilities with much shorter training.
- Created STG's User Experience and Front-End Development practices, directing and mentoring a team of 15+ UX designers and front-end developers.

## Farr Design Group

10 years (1998 - 2008)  
Salt Lake City

### Principal Designer & Owner

Farr Design Group served clients across a range of industries in digital marketing and web application design. I provided product strategy, user experience design, and user research for both business and consumer products.

## Patillo + Associates

6 years (1992 - 1998)  
Salt Lake City

### Visual Designer

Patillo + Associates was a graphic design firm that served clients nationally, many within the tourism and ski industries. I provided visual design and production, for clients including The Sundance Film Festival, Park City Ski Area, KÄSTLE Skis, and the US Ski Team.

## Industry Presentations

### FRONT Product Design Conference

June 2015  
Salt Lake City

#### “Supporting a Value-Led Product Design Process”

Presentation and slides at [www.ValueLedDesign.com](http://www.ValueLedDesign.com)

### Interaction Design Association (IXDA)

February 2014  
Salt Lake City

#### “Creating Value - Designing a Design Business”

Presentation recording - [www.tinyurl.com/designingvalue](http://www.tinyurl.com/designingvalue)  
Presentation slides - [www.tinyurl.com/designingvalue-slides](http://www.tinyurl.com/designingvalue-slides)