

Andres Clavijo

Product Design Director

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SUMMARY

Product Design Director with 14 years of experience designing B2B SaaS, fintech and native mobile products (iOS and Android). First designer at Hourly, where I built the design team from 1 to 5 designers, the design system and its design governance while the company grew from 6 to 70+ people. I lead UX strategy and product strategy with the CEO and engineering, and I tie design to measurable outcomes: a self-serve onboarding flow customers complete in under 5 minutes, replacing a multi-week email process. I also design, build and ship my own SaaS products (Paletta, Popshot) in React, TypeScript and Tailwind, so I know what a design decision costs to build.

EXPERIENCE

Hourly — Product Design Director

2018 – Present

B2B SaaS for payroll, compliance and workforce management

- Joined as the first product designer at a company of about 6 people and built the product design function from the ground up as Hourly grew to 70+ people.
- Hired, mentored and led the design team, from a solo role to 5 designers at its peak; set up design critiques, structured discovery and the team's ways of working.
- Define UX strategy with the CEO and product leadership, shaping the product roadmap and the long-term platform vision across payroll, compliance and workforce management.
- Led the redesign of customer onboarding: replaced a multi-week, email-driven process with a self-serve flow that customers complete in under 5 minutes, producing a verified record for Sales, Compliance and Customer Success. Commission losses from unverified leads dropped to zero; retention held above 94%.
- Led design of an internal operations platform: defined the data hierarchy and role-based permission model, and directed a designer on the screens, unifying three isolated teams in one real-time system with a complete view of the customer lifecycle.
- Redesigned the payroll run, a high-stakes financial workflow, so business owners can review, calculate and run payroll with confidence in minutes.
- Led research and web design for multiple pay schedules, so an account can run several schedules side by side instead of one locked choice; redesigned the payroll list for every customer and mentored the designers who built it for mobile.
- Built Hourly's design system on OKLCH color primitives, semantic and component tokens, with the design governance that keeps it consistent; lead and build its coded library in CSS, Tailwind and shadcn/ui, documented in Storybook, with every Figma component at 1:1 parity in code and WCAG checks on each component.
- Designers prototype in code with the same production components, so ideas are tested with users and iterated quickly; AI-assisted research synthesis shortens early validation cycles.

Vanti — Lead Product Designer (Consultant)

2024 – 2026

- Led a team of five designers to build a design system from the ground up: one Figma system that standardized every Vanti product.
- Established design governance and a centralized Design Hub, improving asset discoverability, version control and collaboration between product and engineering.
- Mentored designers and product contributors and partnered with digital transformation leadership to align UX practice with the organization's agile initiatives.

Paletta and Popshot — Founder, Designer and Builder

2026 – Present

Independent SaaS products, designed, built and shipped solo · usepaletta.io · popshot.app

- Paletta: turns one color into production design tokens, with OKLCH shade scales, WCAG and APCA contrast checks, Figma Variables and exports for Tailwind, shadcn/ui and DTCG. Live with Free and Pro plans.
- Popshot: turns raw screenshots into polished, platform-sized visuals with device mockups, entirely in the browser. Live with Free and Pro plans.
- Own the whole loop from product strategy to production: React, TypeScript, Vite, Tailwind, Supabase, Stripe and PostHog, built with Claude Code.

Banco Falabella — Senior UX Designer

2014 – 2016

Colombia

- First UX designer at the bank; set the foundations and practices for how it designed digital products.
- Led the new transactional banking portal: active users grew from 40,000 to over 100,000 in eight months.
- Designed the bank's first responsive transactional web experience, which informed its native mobile apps, and contributed to omnichannel redesign across web and mobile.

Fiserv — UX Designer

2014

- Worked on early-stage fintech products: proto-personas, user flows and interaction models with product and engineering, validated through wireframes, interactive prototypes and usability testing.

Simple A — UX/UI Designer (Remote)

2013 – 2014

- Designed marketing landing pages, partner assets and visual components for brand and product storytelling.

SKILLS

Leadership: design leadership, hiring and mentoring, team building, design critique, cross-functional leadership, stakeholder management, design operations (DesignOps)

Strategy: UX strategy, product strategy, product roadmap, discovery, user research, usability testing, data-informed design, outcome metrics

Craft: product design, interaction design, design systems, design governance, design tokens, prototyping, prototyping in code, accessibility (WCAG AA), responsive web and native mobile (iOS, Android)

Domains: B2B SaaS, fintech and banking, payroll, compliance, workforce management, internal tools

Tools: Figma, Figma Variables, Storybook, Tailwind CSS, shadcn/ui, React, TypeScript, Claude Code, AI-augmented design workflows, PostHog, Google Analytics

EDUCATION

Master in Web Analytics, Usability and User Experience — IEBS Innovation & Entrepreneurship Business School, Barcelona, Spain · 2015 – 2016

Certificate in User Experience (UX) Design — New York University, USA · 2013

Graphic Design — Universidad Jorge Tadeo Lozano, Bogotá, Colombia · 2009 – 2013

LANGUAGES

English: advanced professional proficiency · Spanish: native