MIGUEL CLAVEL

Senior Product Designer | Fintech, Insurance & Credit | AI-Assisted Design, Design Systems, Accessibility

Miami-Fort Lauderdale, FL · hello@miguelclavel.com · miguelclavel.com · linkedin.com/in/miguelclavel

SUMMARY

Ten years in design, the last four leading end-to-end product design for financial products used by more than 40 million people a year. At U.S. News & World Report I own UX strategy across credit cards, insurance and loans: turning a 30-question quote form into a conversation, rebuilding hubs around what heatmaps show people actually do, and running the design system and accessibility standards behind them. I use AI daily and hands-on for research synthesis, exploration and working prototypes, which cut synthesis and prototyping time by 40%.

CORE SKILLS

Product Design · User Experience (UX) Design · User Interface (UI) Design · Interaction Design · Product Strategy · End-to-End Ownership · Information Architecture (IA) · Journey Mapping · User Flows & Task Flows · Discovery & Problem Framing · User Research & Usability Testing · Wireframing & Prototyping · Design Systems & Governance · Accessibility (WCAG 2.1 AA) · A/B Testing & Experimentation · Conversion & Funnel Optimization · Conversational & Agentic UX · AI-Assisted Design & Artificial Intelligence (AI) · Responsive & Mobile-First Design · Data-Informed Design · Cross-Functional Collaboration · Stakeholder Management · Mentorship · Enterprise & Complex Workflows

Tools: Figma (Auto Layout, Variables, Dev Mode) · FigJam · Figma Make · Claude & Claude Code · Google Gemini · Vercel v0 · Adobe XD · Sketch · Adobe Creative Cloud · HTML/CSS · Crazy Egg · GA4 & heatmaps · Agile · CMS

EXPERIENCE

U.S. News & World Report | Senior Product Designer, FinTech (Credit Cards, Insurance & Loans)

Remote · Apr 2025 - Present

- Lead end-to-end product design across credit cards, insurance and loans for financial products used by more than 40 million people a year.
- Cut a 23-field auto insurance quote to 19 tap-answered questions across 5 stages by rebuilding the form as a guided conversation.
- Raised the insurance hub's site audit score from 66 to 88 by rebuilding it around heatmap data that showed 26.6% of mobile clicks were landing on elements that were not links, while preserving about 120 production links.
- Cut research synthesis and prototyping time by 40% with AI-assisted workflows built on Claude, Google Gemini, Figma Make and Vercel v0, producing working prototypes rather than static mockups.
- Own the design system, interaction standards and WCAG accessibility guardrails across the financial verticals.
- Partner with product, engineering, data, SEO, editorial and compliance to shape architecture and roadmap during early concept and planning.
- Run A/B tests and usability studies against click-through rate, quote completion and lead generation.

U.S. News & World Report | Senior Product Designer, Enterprise Systems & 360 Reviews (B2B/B2C SaaS)

Remote · Oct 2022 - Apr 2025

- Defined experience architecture and reusable UX frameworks across 360 Reviews, insurance and loans for 40M+ annual users.
- Designed decision-support tools with complex filtering, comparison workflows and exception handling, improving clarity and conversion.
- Wrote the 54-page brand guide, carried it through senior stakeholders and legal, then turned it into a system product teams could actually follow.
- Translated recurring patterns across initiatives into shared interaction standards, governance models and design system documentation.
- Ran competitive analysis, user interviews, journey mapping and usability testing to set UX strategy across verticals.
- Mentored junior designers on prototyping strategy, research methods and stakeholder management.

Miami HEAT | Digital Experience Designer (Web Content & UX)

Miami, FL · Nov 2021 - Oct 2022

- Designed and launched the new HEAT.com and FTXArena.com, defining user experience, content architecture and visual direction across WordPress, Drupal and Showtime CMS.
- Ran 5 digital properties at once: HEAT.com, FTXArena.com, 601miami.com, heatcheck.nba.com and MiamiHEATStore.com.
- Executed 2 full site migrations from legacy platforms, coordinating content transfer, QA and launch timelines.
- Delivered live content through the 2022 NBA Playoffs under high-traffic, time-critical conditions.

- Built reusable code templates that cut publishing turnaround for the editorial team.

Empire Medical Training | Senior Designer, Digital Experience & Brand

Miami, FL · Nov 2019 - Apr 2021

- Designed conversion-focused landing pages and user journeys for nationwide medical training programs, improving lead generation and enrollment.
- Established brand governance standards across every marketing channel, digital and print.
- Built reusable templates and asset libraries that cut turnaround on recurring campaigns.

BLU Products | Designer, Product, Retail & Digital Experience

Miami, FL · Jul 2014 - Mar 2019

- Art-directed campaigns across 20+ device launches for Walmart, Best Buy, T-Mobile, Sprint and Brandmart USA, adapting creative to each partner's requirements.
- Ran every channel off one shared set of components, so a late spec change did not restart the work.
- Designed responsive web experiences, wireframes and UI concepts for product sites.

SELECTED PROJECTS

Conversational auto insurance quote | U.S. News & World Report

Problem. The quote asked people 30 questions before showing them anything, and most left before the end.
Approach. Rebuilt it as a conversation, one clear question at a time, with tap answers instead of typed ones.
Result. 23 form fields became 19 questions across 5 stages, with progress visible at every step.

Insurance hub rebuild | U.S. News & World Report

Problem. A 9,500 pixel list of links with no way to start a quote. Heatmaps showed 26.6% of mobile clicks were landing on things that were not links at all.
Approach. Put a working quote form first, restructured the page around observed behavior, kept SEO intact.
Result. Site audit score moved from 66 to 88 with about 120 production links preserved.

Brand system | U.S. News & World Report

Problem. No one owned the brand, so every team interpreted it differently.
Approach. Wrote the 54-page guide, took it through senior stakeholders and legal, then turned it into components and rules teams could apply without asking.
Result. One reference for the organization, adopted across product and marketing.

miguelclavel.com | personal, built hands-on

Designed and built the whole site working with Claude Code: custom scroll and canvas interactions, a self-hosted deploy pipeline, WebP asset pipeline and a full CSP. Twelve case studies. This is what I mean by using AI to ship rather than to mock up.

EDUCATION & CREDENTIALS

Bachelor of Fine Arts (BFA), Graphic Design | Florida Atlantic University
Full Stack Web Development Certificate | BrainStation