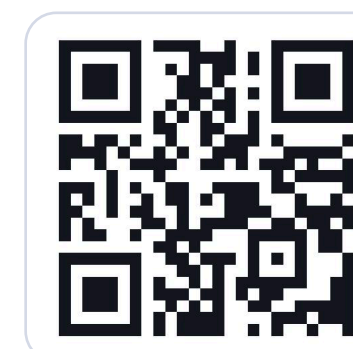




# Andrew Daniels

FOUNDING DESIGNER · HEAD OF PRODUCT

✉ [andrew@kaleo.design](mailto:andrew@kaleo.design) [kaleo.design](https://kaleo.design)



Portfolio

## What makes me tick:

I'm a designer who thinks like a founder. I've built a design studio from zero, shipped 220+ products across healthcare, fintech, and SaaS, and spent 4 years as Head of Design at FlutterFlow — scaling it to 2.3M+ users while managing cross-functional teams across design, engineering, growth, and marketing. I really thrive and am at my best embedded with a small founding team, moving fast from zero to one, and making decisions that compound — not just deliverables that look good in a deck or a clean Figma file, but design artifacts that move the needle and help your dev team deliver value to end users.

# 12x

Years of Experience

# 220x

Projects Delivered

# 2.3M+

Active users on FlutterFlow

# \$134M+

Funds Raised by clients



## Kaleo Design Owner / Founder & Head of Design [kaleo.design](https://kaleo.design)


July 2013 - Dec. 2025 (12.5 yrs)

Built and operated a product design studio from zero — acquiring clients, leading projects end-to-end, and growing a portfolio spanning healthcare, fintech, AI, and enterprise SaaS. Developed a "Design-Led Development" methodology that compressed time-to-ship by aligning UX, engineering, and business goals from day one. Clients include the WHO, Accenture, Chili's, Teachable, Orkin, and Mount Sinai.


### Featured Projects / Clients




**UI Design and strategy on multiple ai products for large car manufacturers.**



**Designed an ai Powered HR Application processing and CRM tool.**



**Designed a research platform for brain wave analysis of patients in trials.**



**Designed an ai powered application intake platform for funding projects for pandemic response.**



## FlutterFlow Head of Design [flutterflow.io](https://flutterflow.io)

Nov. 2020 - Apr. 2024 (4 yrs)


Owned product design vision, UX strategy, and UI execution for FlutterFlow's visual development platform — a no-code/low-code builder used by millions of developers and designers worldwide.

- Grew platform to 2.3M+ user signups over 3.5 years through product-led design decisions.
- Reduced UI-related bug reports and support tickets by 32% through improved design consistency and usability testing.
- Managed cross-functional alignment across engineering, growth, and marketing teams across multiple product verticals.
- Led enterprise partnerships with KPMG, Infosys, Deloitte, and India's top banks (HDFC, ICICI) — training teams and implementing multi-product rollouts.
- Shipped collaborative UI products with Google Cloud, including features showcased at Google I/O and Cloud Next.


### Featured Projects / Clients



**Designed multiple products, branding materials and collaboration UI's for FlutterFlow & Google Cloud.**



**Worked on multiple collab projects with the Google & Flutter Teams for display at Google IO, and Google Cloud Next.**



**Worked on multiple UI mockups and FlutterFlow products built out for the HDFC Bank.**



## CardFree Lead Designer || Multi-Platform [cardfree.com](https://cardfree.com)

May 2020 - July 2021 (1 yr)

Led product design across CardFree's suite of contactless ordering and payments products for hospitality and venue clients. Designed multi-platform experiences (iOS, Android, web) balancing speed, simplicity, and high transaction volume constraints.

- Redesigned core ordering and checkout flows to reduce friction and improve conversion at scale.
- Established a component-based design system to accelerate delivery across multiple concurrent client deployments.
- Collaborated closely with engineering to ship production-ready features on tight timelines.

## Other Client Collaborations



## App Orchid Design Systems Engineer & Product Designer [apporchid.com](https://apporchid.com)

Aug. 2019 - Aug. 2020 (1 yr)

At App Orchid, I worked with early-stage startups to design and validate mobile and web applications across industries like healthcare and fintech. I led design sprints, user research, and prototyping to uncover core user needs and deliver polished, development-ready UX/UI. My approach emphasized MVP-first strategies and rapid iteration to help teams achieve product-market fit faster.



## PrognosHealth Product Designer [prognoshealth.com](https://prognoshealth.com)

Feb. 2019 - Jan. 2020 (1 yr)

Designed a medical analytics platform enabling physicians and labs to assess and visualize lab data — including comorbidity comparisons and historical trend analysis. Partnered with medical consultants to surface actionable, exportable data points for clinical review.