

# Michael Hawkins

Lead / Senior Product Designer

Enterprise SaaS · AI-Assisted Workflows · Human-in-the-Loop Systems · Design Systems at Scale

Minneapolis–St. Paul, MN · (310) 348-0701 · [MIKE@MHPORFOLIO.COM](mailto:MIKE@MHPORFOLIO.COM) · [MHPORFOLIO.COM](https://MHPORFOLIO.COM) · [LINKEDIN](https://LINKEDIN)

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## PROFESSIONAL SUMMARY

Product designer with 15+ years shipping enterprise platforms where trust, complexity, and AI intersect. Led design across AI-assisted review, remote proctoring, identity verification, and operational tools serving 2M+ monthly users — delivering 10x faster review workflows, 65% friction reduction, and 300% user growth. Known for turning messy constraints into intuitive flows that product and engineering trust to ship and scale.

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## EXPERTISE

Human-AI Systems: AI-assisted workflows, human-in-the-loop design, model explainability, confidence calibration, decision-support systems, computer vision UX, agentic workflow patterns

Enterprise Product: Complex admin workflows, data-dense operational interfaces, role-based systems, design systems (50+ apps), multi-tenant SaaS, legacy modernization, identity & biometrics

Strategy & Methods: Product strategy, cross-functional partnership, design sprints, stakeholder alignment, end-to-end product ownership, systems thinking, usability testing

Tools: Figma (libraries, components, auto-layout, tokens, prototyping), Claude, ChatGPT, Adobe CC, Miro, Confluence, Jira, HTML/CSS, responsive design

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## PROFESSIONAL EXPERIENCE

### Senior Product Designer

Pearson VUE · Bloomington, MN

04/2019 – 03/2026

*Led product design across remote proctoring, identity verification, AI-assisted review, and enterprise operations — partnering with Product, Engineering, AI/ML, and compliance to ship trust-critical systems at global scale.*

- Reduced review time from 3+ hours to under 10 minutes by designing Smart Review, an AI-assisted investigation workspace that translated model probability scores into clear risk indicators, structured decision paths, and explainability cues — keeping human judgment firmly in the loop.
- Recognized that AI flags without supporting evidence increase automation bias, then designed an evidence-first triage model that surfaced the "why" behind each flag — achieving 98% agreement between reviewers and investigators.
- Reduced onboarding friction by 65% for 200K+ new monthly users by redesigning a legacy certification portal through design sprints, usability testing, and phased delivery.
- Partnered with engineering to transform a high-friction room-verification step into an AI-guided computer vision workflow that improved issue detection and reduced support burden before candidates entered the live proctoring queue.
- Under strict compliance, auditability, and offline constraints, modernized a legacy desktop admissions workflow into a tablet-based biometric pilot for secure test-center operations — balancing security requirements with real-world usability.
- Re-architected an enterprise asset management platform's information architecture, reducing time on task by 50% for B2B administrators across partnerships with Microsoft, Amazon, and Apple while cutting support escalations.
- Compressed a 24-month platform roadmap into 6 months during a global crisis, reducing check-in failure rates by 25% through rapid iteration and close cross-functional partnership.

### Senior Web Designer

Pearson VUE · Bloomington, MN

05/2014 – 04/2019

*Owned key parts of the company's digital ecosystem across 50+ applications and 10+ technology stacks, including the founding design of the remote proctoring check-in experience.*

- Designed the original remote proctoring check-in experience end to end — a consumer-facing platform and B2B proctor toolset that supported 300% user volume growth over 5+ years of continuous product stewardship.
- Established scalable design patterns and brand standards across 50+ applications and 10+ technology stacks, improving consistency and usability at enterprise scale.
- Directed delivery of 10+ high-traffic B2B and B2C portal applications for partners including Microsoft, Adobe, and AWS — improving clarity, consistency, and product-market fit across diverse stakeholder groups.

### **Senior UX/UI Designer**

Pearson Credential Manager · Bloomington, MN

03/2013 – 05/2014

- Built UX practice inside an engineering-led organization by introducing design methods and structured journey thinking for administrators, sponsors, and enterprise partners.
- Designed complex admin and partner workflows, translating detailed requirements into clearer interface patterns and more usable enterprise tools.

### **Creative Director – UX & Design**

BrandSpring Solutions · Eden Prairie, MN

03/2011 – 03/2013

- Led a 4-person design team creating high-fidelity prototypes, workflows, and web experiences for enterprise clients. Expanded the agency's interactive presence and inbound lead engagement through redesign and social media strategy.

### **Creative Director – UX & Product Design**

Knowledge Adventure · Torrance, CA

03/2008 – 03/2011

- Led product and marketing initiatives that increased platform downloads by 68% and subscription revenue by 400%. Built design practices while hiring, managing, and mentoring designers to scale output and quality.

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## **CURRENTLY EXPLORING**

GenAI UX patterns · LLM-powered workflow design · Agentic multi-step reasoning interfaces · AI prototyping with Claude & ChatGPT

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## **EDUCATION**

### **A.A.S. Graphic Design & Visual Communication**

Minneapolis Technical College