

Michael Hawkins

Lead / Senior Product Designer | Enterprise SaaS, AI-Assisted Workflows, Identity & Trust Systems

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PROFESSIONAL SUMMARY

Lead / Senior Product Designer with 15+ years designing enterprise SaaS, AI-assisted workflows, identity verification, and trust-critical systems at global scale. Designed human-AI workflows, candidate onboarding, remote proctoring, biometric admissions, and B2B marketplace workflows across certification platforms serving millions of users. Known for simplifying complex operational systems into usable products that reduce friction, accelerate review cycles, and make trust-critical workflows easier to use.

SELECTED IMPACT

- **10x faster AI-assisted review workflows** through human-in-the-loop investigation and evidence review.
- **65% friction reduction** across high-scale candidate onboarding and certification portal experiences.
- **300% growth supported** across remote testing check-in and proctoring experiences.
- **50% time-on-task reduction** for B2B administrators managing enterprise skilling assets.
- **21M+ annual exams** supported across global certification and enterprise platforms.

CORE STRENGTHS

Product Design: Product strategy, UX/UI design, interaction design, information architecture, prototyping, responsive design, accessibility (WCAG), design systems.

AI & Trust Systems: Human-in-the-loop workflows, model explainability, risk indicators, computer vision UX, biometrics, identity verification, decision support systems.

Enterprise Delivery: B2B SaaS, complex admin workflows, stakeholder alignment, cross-functional collaboration, design sprints, usability testing, roadmap acceleration.

Tools: Figma, Miro, Jira, Confluence, Adobe Creative Cloud, Hotjar, Lucidchart, VersionOne.

PROFESSIONAL EXPERIENCE

Senior Product Designer

Pearson VUE - Bloomington, MN | 04/2019 - 03/2026

Product design lead across remote proctoring, identity verification, candidate onboarding, AI-assisted review operations, biometrics, and B2B skilling workflows.

AI-ASSISTED REVIEW & TRUST OPERATIONS

- Translated model probability scores into clear risk indicators and evidence workflows for an AI-Assisted Review Workstation, helping operations teams review candidate exam video 10x faster than manual review while preserving human judgment in trust and safety decisions.
- Led UX strategy and interface design for AI-Guided Environment Validation, transforming high-friction room verification into an AI-guided computer vision flow that improved issue detection, reduced greeter burden, and helped candidates resolve problems before entering live proctoring.

CANDIDATE EXPERIENCE & REMOTE PROCTORING

- Redesigned the Global Certification Portal for 200K+ new monthly users, reducing friction by 65% and improving onboarding across a high-scale international certification platform.
- Drove UX strategy and implementation for Remote Proctoring Check-In Modernization, compressing a 24-month roadmap into 6 months and reducing check-in failure rates by 25% through rapid integration and cross-functional partnership.

ENTERPRISE & B2B WORKFLOW SYSTEMS

- Re-architected Enterprise B2B Asset Marketplace information architecture and administrative hierarchies into a responsive SaaS application that reduced administrator time on task by 50% for major technology partners.
- Led end-to-end UX/UI design for Biometric Admissions Workflow Modernization, modernizing a legacy desktop admissions workflow into a tablet-based pilot for secure test-center operations under offline, tethered, and audit-critical constraints.

EARLIER EXPERIENCE

Senior UX/UI Analyst

Pearson VUE - Bloomington, MN | 05/2014 - 04/2019

Owned core parts of Pearson VUE's digital ecosystem, including the original remote proctoring check-in experience and shared brand standards across 50+ enterprise applications.

- Primary product designer for consumer-facing remote exam certification and B2B SaaS proctor tools across 5+ years of stewardship, supporting 300% user volume growth.
- Led visual redesign of Pearson VUE's digital ecosystem, establishing updated standards across 50+ enterprise applications and 10+ technology stacks.
- Directed delivery of 10+ high-traffic B2B and B2C portal applications for major technology partners, improving clarity, consistency, and product-market fit across diverse stakeholder groups.

Senior UX/UI Analyst

Pearson Credential Manager - Bloomington, MN | 03/2013 - 05/2014

- Helped build UX practice inside an engineering-led organization by introducing design methods, clearer workflow design, and reusable patterns for administrators, sponsors, and enterprise partners.
- Designed complex admin and partner workflows by translating detailed business requirements into clearer interface patterns for 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 and internal initiatives.
- Served as internal lead for interactive design, information architecture, visual design, user experience, and digital strategy; expanded the agency's interactive presence to increase inbound lead engagement.

Creative Director - UX & Product Design

Knowledge Adventure - Torrance, CA | 03/2008 - 03/2011

- Led high-visibility product and marketing initiatives that increased platform download rates by 68% and subscription revenue by 400%.
- Built design practices and standards while hiring, managing, and mentoring designers to scale quality and output across educational software products.

SELECTED PORTFOLIO CASE STUDIES

AI-Assisted Review Workstation | AI-Guided Environment Validation | Remote Proctoring Check-In Modernization | Global Certification Portal | Enterprise B2B Asset Marketplace | Biometric Admissions Workflow

EDUCATION

A.A.S. Graphic Design & Visual Communication | Minneapolis Technical College