MICHAEL J. HAWKINS

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of strategic experience architecting complex enterprise platforms and human-AI interaction systems. Proven expertise translating high-stakes business challenges into intuitive, scalable solutions across B2B and B2C environments. Specialized in designing for millions of users, reducing operational friction, and driving measurable ROI through human-centered design leadership. Track record of bridging cross-functional teams, delivering rapid design iterations, and maintaining design excellence across enterprise-scale ecosystems.

SKILLS

- **Product Leadership & Strategy** - End-to-end product design, product vision, roadmap strategy, design-to-development orchestration, mentorship, design advocacy
- **Human-AI Interaction (HAII) & ML UX** - AI-assisted workflows, machine learning UX, computer vision design, biometrics systems, risk indicator design, uncertainty modeling
- **Enterprise SaaS Architecture** - B2B/B2C multi-tenant systems, information architecture, service design, role-based access control (RBAC), workflow automation, global localization
- **Rapid Prototyping & Validation** - Design sprints, usability testing, user research, iterative design, agile collaboration, cross-functional alignment
- **SaaS Technical Competencies** - Figma (primary), rapid prototyping, accessibility (WCAG), omnichannel UX, physical-digital interaction, stakeholder management

Additional Expertise: Enterprise product launch, brand systems design (50+ applications), check-in experience design, admin portal optimization, legacy system modernization, team leadership, visual design, interactive prototyping

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PROFESSIONAL EXPERIENCE

Senior Product Designer (AI & Enterprise Systems) | Pearson Vue | Bloomington, MN | 04/2019 - Present

- Directed comprehensive architectural redesign of Certiport Candidate Portal, optimizing experience for 200K+ monthly users; achieved 65% friction reduction through discovery-driven design while aligning engineering and product stakeholders.
- Designed Smart Review application enabling proctors to synthesize AI infraction flags with candidate exam video data; streamlined review workflow efficiency by translating model probability scores into intuitive risk indicators.
- Re-architected Skilling Asset Manager's information architecture and administrative hierarchies; delivered 50% reduction in time-on-task for B2B administrators with significant operational ROI impact.
- Spearheaded UX strategy for OnVUE COVID-19 platform pivot; compressed 24-month roadmap into 6 months while reducing check-in failure rates 25% through rapid iteration and agile cross-functional collaboration.

Senior Web Designer | Pearson Vue | Bloomington, MN | 05/2014 - 04/2019

- Primary designer for original OnVUE platform; owned end-to-end B2C check-in experience, driving 300% user volume growth by converting complex physical processes into scalable digital solution.
- Led comprehensive visual redesign of Pearson VUE's digital ecosystem; established updated brand standards governing 50+ applications across 10+ technology stacks.
- Directed delivery of 10+ high-traffic B2B portals, bridging technical constraints and business objectives to drive product-market fit across diverse stakeholder groups.

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

- Led formalization of UX practices within engineering-led organization, establishing design methodology and advocating for human-centered design principles across product teams.
- Designed complex workflows for administrators, test sponsors, and enterprise partners, translating sophisticated requirements into intuitive interface designs.

Creative Director | BrandSpring Solutions | Eden Prairie, MN | 03/2011 - 03/2013

- Led design team of 4 professionals in creating high-fidelity prototypes, workflows, and website deliverables for enterprise clients and internal projects.
- Overhauled BrandSpring's interactive presence including website redesign and social media strategy (Facebook, Twitter), enhancing agency credibility and market positioning.
- Served as authority on interactive strategy, site architecture, interaction design, visual design, user experience, and social media engagement.

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

- Led high-profile projects from concept through final production delivery, driving 68% increase in user download rates on Unity platform and 400% increase in subscription revenue.
- Established design practices and standards while hiring, managing, and mentoring design staff to scale creative output and maintain quality across competitive educational software market.
- Created marketing strategies and communicated project goals to executive leadership, bridging creative vision with business objectives.

EDUCATION

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