

Michael Hawkins

SENIOR PRODUCT DESIGNER

Enterprise SaaS · AI-Assisted Products · Complex Workflows · Identity & Trust

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// PROFESSIONAL SUMMARY

Senior product designer with a track record of translating complex enterprise SaaS, platform, identity, and human-AI workflows into products people can trust. **Founding designer for OnVUE, supporting 300% growth and 2.3 million annual exams.** Strong in product discovery, interaction design, prototyping, design systems, and cross-functional delivery from ambiguity through launch and post-launch refinements.

// CAREER HIGHLIGHTS

- **2.3 million annual exams** - Founding product designer for OnVUE, driving 300% volume growth through stewardship.
- **10x faster review** - Designed AI-assisted evidence review to focus reviewers on AI-detected potential infractions.
- **65% less user friction** - Modernized and redesigned IA for Certiport Candidate Portal serving 200,000+ new monthly users.
- **50% lower administrator task time** - Simplified enterprise information architecture, permissions, and partner workflows.
- **50+ applications** - Led design-system modernization across modern and legacy enterprise products.

// PROFESSIONAL EXPERIENCE

Product Design Consultant, AI Products

HAWKEYE AI VENTURES · Strategy, design and product development | 01/2026 - Present

- Lead problem discovery, product strategy, interaction design, and visual design for HuntMate, an AI-assisted job-search application in active development.
- Built a fully functional application with Codex integration for résumé and interview preparation, used in job searches.
- Designed evidence review and approval steps that keep users in control; created a public demo with simulated AI responses and an opportunity brief to define assumptions and validation priorities.

Senior Product Designer

PEARSON VUE · Remote | 04/2019 - 01/2026

Owned end-to-end product design across AI-assisted review, remote proctoring, identity verification, candidate onboarding, biometric admissions, and B2B administration, from discovery through delivery and iteration.

- **10x faster human review:** Designed Smart Review to focus reviewers on AI-detected potential infractions instead of full manual video review, pairing flagged evidence with explanations, decision states, escalation, and audit trails.
- **Human-AI interaction** - Designed a computer-vision workspace-scan with guided self-correction and candidate handoff to address room verification failures.
- **65% less user friction:** Modernized and redesigned information architecture for Certiport candidate portal, simplifying onboarding for a candidate platform serving 200,000+ new monthly users.
- **Research and product direction** - As sole designer for Certiport's North Star initiative, co-led a cross-functional design sprint and translated research into a tested multi-persona Figma prototype and phased priorities.
- **Complex interaction design** - Designed tablet-based biometric admissions across Microsoft and Apple tablets, including capture, device, network, and recovery states for secure test-center operations.
- **50% lower administrator task time** - Modernized and re-architected Skilling Asset Manager information architecture, role hierarchies, permissions, requests, and approvals for enterprise partner application.
- **25% fewer check-in failures** - Partnered with product and engineering on OnVUE's COVID-19 pivot, using rapid prototyping and user testing to support delivery of a 24-month roadmap in 6 months.
- **Design-to-development delivery** - Held regular peer design reviews and partnered with distributed product and engineering teams on requirements, prototypes, and production UX/UI QA to preserve interaction and visual quality.

Senior Web Designer

PEARSON VUE · Bloomington, MN | 05/2014 - 04/2019

Designed the original OnVUE check-in experience and shared visual standards across Pearson VUE's enterprise portfolio.

- **0-to-1 OnVUE design** - Founded the product's check-in experience and shaped design decisions through continued feature enhancements. Connected desktop and mobile identity, photo, and workspace capture into one candidate journey.
- **25% fewer check-in failures** - Improved device guidance and desktop-to-mobile handoffs through testing and iterative design, with fallback paths for candidates under exam-day pressure.

- **50+ applications across 10+ technology stacks** - Led design-system modernization and visual alignment across Angular platforms and legacy enterprise products, applying Pearson standards across teams and products.
- **Directed design delivery for 10+ B2B portals** - Serving partners including Microsoft, Adobe, and AWS; partnered with engineering to maintain consistent interactions and visual quality.

// EARLIER EXPERIENCE

Senior UX/UI Analyst

PEARSON CREDENTIAL MANAGER · Bloomington, MN | 03/2013 - 05/2014

- Established product-design practices inside an engineering-led organization, introducing clearer workflows, reusable patterns, and stronger collaboration for enterprise administration.
- Translated complex partner and sponsor requirements into role-based tools for administrators, certification programs, and enterprise clients.

Additional Experience

- Creative Director roles in UX and product design leadership at BrandSpring Solutions and Knowledge Adventure, building and scaling design teams and mentoring designers, and driving product growth including a 68% increase in downloads and 400% subscription revenue growth.

// CORE PRODUCT DESIGN EXPERTISE

Product Strategy & Leadership: End-to-end ownership · 0-to-1 product design · Systems thinking · Product vision · Requirements definition · Prioritization · Stakeholder alignment · Cross-functional leadership · Design critique · Mentoring

Enterprise & AI Design: B2B SaaS · AI-assisted workflows · Human-in-the-loop interaction · Explainability UX · Role-based experiences · Permissions · Information architecture · Interaction design · Visual design · Design systems · Identity verification

Research & Delivery: User interviews · Research synthesis · Design sprints · Moderated usability testing · User flows · High-fidelity prototyping · Accessibility (WCAG 2.1 AA) · Implementation review · Production UI QA

// PLATFORMS, TOOLS & TECHNOLOGIES

Product Design: Figma, Axure RP, Miro, Lucidchart, Adobe Photoshop, Adobe Illustrator

AI & Prototyping: Codex CLI, ChatGPT, Claude, Claude Code, Microsoft Copilot

Research & Analytics: Hotjar, Google Analytics

Product Development & Collaboration: Jira, Confluence, VersionOne, Trello, Slack

// EDUCATION

Diploma, **Graphic Design and Visual Communication** | Minneapolis Technical College