

LAUREN HAWKES

PRODUCT DESIGNER

ABOUT

 Taunton

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EDUCATION

UX Design Advanced Diploma
with Specialisation in UI Design

2022

Career Foundry

Foundation HTML, CSS and
Javascript

2021

SuperHi

BA Hons Architecture
Upper Second Class Honours

2016 - 2019

University of Greenwich

SUMMARY

Senior Product Designer with 4+ years experience owning end-to-end product design and solving user problems. Working in a growing SaaS organisation, I've helped shape products from research and discovery through to delivery, working closely with teams and stakeholders to drive decisions. I also mentor junior designers through regular feedback, 1:1s and knowledge-sharing sessions. I bring a structured, collaborative approach to fast-paced environments.

EXPERIENCE

Senior Product Designer

Mar 2026 - present

Class Manager & Stage Stubs

- Led end-to-end design work and worked with product and engineering to shape requirements and solutions for complex product problems.
- Mentored a junior designer through regular 1:1s, design reviews and sessions on research, testing and new tools.
- Owned the design system and helped improve team processes, consistency and ways of working.

Product Designer

Feb 2023 - Mar 2026

Class Manager & Stage Stubs

- Managed projects from discovery to delivery, carrying out 60+ user interviews and testing sessions to understand and solve customer problems.
- Worked with sales, support and engineering to bring different perspectives into the design process and check technical feasibility early.
- Presented designs to peers and stakeholders and supported product launches through demos, presentations and recorded content.

Product Design Internship

Oct 2022

Riverford Organic Farmers

- Improved the experience for customers pausing deliveries by using customer feedback to identify problems.
- Worked with designers and developers to understand technical limits and create a workable solution.
- Presented designs to stakeholders and used their feedback to improve them.

Usability Tester

Feb 2022 - Feb 2023

UserTesting

- Worked with the user research team from various major brands, including ASOS, acting as an end-user, providing honest feedback and suggestions of improvements to the user experience.
- Used my knowledge in product design to uncover key usability issues, adhering to usability heuristics, visual design principles, and the latest UI design pattern trends.

TOOLS



Figma



Cursor



Claude



Jira



Webflow



Framer



Microsoft
Clarity



Google
Analytics



Xd



Photoshop



Indesign



Illustrator



Miro



Slack

SKILLS

Qualitative and Quantitative Research

- Analysing direct and indirect competitors by understanding their strengths, weaknesses, opportunities and threats for the project at hand.
- Interviewing and surveying a wide demographic of users employing moderated methods, unmoderated methods and contextual enquiries to understand and analyse customer and user behaviour.

Usability Testing

- Writing and executing a test plan with open-ended questions to ensure the key user flows can be accomplished through the low mid and high-fidelity prototypes.
- Preference and A/B testing on peers and fellow designers.

User Interface Design

- Producing in-depth style guides and design systems to ensure the brand remains consistent across all platforms.
- Developing logo and icon designs to be consistent with the brand and user interface.
- Following best design practices and principles.

Responsive and Native App Design

- Using grid columns to adapt to different screen sizes including mobile, tablet and desktop.

Motion and Interaction Design

- Using Figma and Flinto to create animations and micro-interactions to create experiences that feel like real world interactions.

OTHER PASSIONS

Lauren Hawkes Designs

- Managing wholesale orders from various corporate clients and independent stockists to deliver high-quality, sustainable greeting cards.
- Delivering over 3000 greeting cards across Europe, United States and Australia by increasing footfall through social media marketing and optimised SEO content.

Branding & Logo Design

- Conducting initial discovery calls to gain an understanding of the brand values and vision.
- Researching the industry related to the brand and current logo trends to ensure a product-market fit.