Ethan True Hawkes

Product designer + builder

Designer with a love for creating well crafted, consistent experiences that anticipate user needs through systems, interactions, and *relentless* simplicity.

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** Education **

Brigham Young University

BFA Product and User Experience Design

Minor Computer Science

Expected graduation 12/27

** Skills **

Design

UI design, typography, interaction design

Design systems, prototyping, information architecture, WCAG accessibility

User research, usability testing, game UX

Development

Front end development, HTML, CSS, TypeScript/JavaScript

React, Git, Storybook, UE5

** Experience **

Lantern of Souls | Game User Research and Design 09/26 - Present

- Lead UX research and playtests, ***facilitating 12 tests*** and synthesizing findings into actionable weekly design priorities for development
- Reworked playtest note taking workflow to make AI-assisted note synthesis traceable and dependable, saving ~1 hour per playtest.
- Designed game UI and collaborated with game design and development teams to ensure game color and sound systems are consistent and clear.

Department of Design | Assistant UX Researcher 09/25 - Present

- Presented work at ***HCII 2026 in Montréal, CA*** on improving Finite Element Analysis (FEA) software used by engineers to simulate structures.
- Designed and implemented component library and color token system for a student athlete app and admin portal, collaborating with development.
- Prototyped app flows with AI and Figma MCP, turning existing designs into realistic implementations for user testing.

McKay School of Education | UX Designer 03/24 - 03/25

- Redesigned website in collaboration with 4 designers and 6 developers, using analytics and usability testing to achieve an 86% preference rate.
- ***Pitched and led design system creation*** and improved design-to-dev handoff, cutting turnaround time by 56% and design related bugs by 40%.

** Selected Projects **

truehawkes.com/**resolve**

Designed, tested, and prototyped an improved return portal built to reduce return costs and emissions.

truehawkes.com/**minis**

Designed, tested, and implemented components using a design system to improve everyday UI patterns.