Craig Harkness

Senior Product Designer

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Experience

Udacity

Senior Product Designer - Content, Design System

(July 2022 - Present)

- Drive the design of Udacity's new content authoring tool with a focus on streamlining the process for course creators and enhancing content quality by leveraging AI assistive technology.
- Led the development of Udacity's new design system, implementing accessibility, interaction, and form design best practices, and collaborating closely with the development team.
- Designed and refined a Chat-GPT powered chatbot, enhancing the learning experience by providing personalized assistance, resulting in increased user engagement.
- Introduced a weekly challenge feature, reducing drop-off rates prior to the first project submission, and increasing user retention.
- Streamlined the onboarding process for the Social Impact team by designing an employment agreement form, saving time for the team.

Possible Finance

Senior Product Designer - Payments, Design System

(October 2021 - July 2022)

- Led design efforts for payment-related flows for the Possible Card during a 3,000 customer pilot test, ensuring a seamless and user-friendly experience.
- Collaborated with cross-functional teams to design an intuitive dashboard experience for the Possible Card, resulting in improved user satisfaction.
- Owned and managed the design system for the company's rebrand, working closely with product management and developers to ensure a phased implementation approach.

WP Engine

Senior Product Designer - Foundation, Design System

(May 2020 - October 2021)

- Generated scenario-based vision concepts based on user interviews, influencing product line strategy for the Foundation product.
- Collaborated with global teams to design the alpha experience of Atlas, WP Engine's headless web development offering.
- Led a team of three designers in developing WP Engine's design system, creating new atomic components using accessibility best practices.

Education

Indiana University

MS Human-Computer Interaction Design

University of Portsmouth

BSc (Hons) Computer Games Technology

Skills

Product design, UX design, interaction design, UI design, collaboration, accessibility, mentoring, user research, design systems, strategic design, design thinking, AI/ML design, prototyping & wireframing, affinity diagramming, journey mapping

Tools

Figma, Figjam, Miro, Chat-GPT, Sketch, InVision, Zeplin, Adobe CC, pencil & paper

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Experience cont.

Mindbody

Senior UX Designer (September 2019 - May 2020)

- Collaborated on UX design for the integration and onboarding of new point-of-sale hardware, optimizing transaction flow for the Booker Business App.

- Redesigned profile and navigation for the Branded Mobile App, focusing on user-centered design, accessibility, and usability.

- Designed and consulted on UX for AI/ML initiatives, providing solutions that improved user outcomes and met business goals.

UX Designer (April 2018 - August 2019)

- Conducted a cross-discipline 3-day strategy workshop to envision the future of the Branded Web Widgets product, incorporating stakeholder feedback to shape product direction.

- Collaborated with design, product, and leadership on future vision prototypes that informed the 2020 product roadmap for the Spa & Salon business unit.

- Owned design for the Branded Web Widgets/Online Scheduling product, delivering key features aligned with business goals and customer requests.

argodesign

Designer (November 2017 - March 2018)

- Designed and iterated on the interaction design for the new digital experience of United Rentals, the world's largest equipment rental company, resulting in a unified platform for customers to rent and manage equipment, job sites, and orders.

- Conducted an audit of the existing e-commerce experience, identifying key areas for improvement and optimization to enhance the user experience.

- Contributed to the design of the client platform in an Agile environment, ensuring consistent design rules and behaviors for the client and developer partners.

Cognitive Scale

Interactive Designer (November 2016 - November 2017)

- Designed and conducted user research for CognitiveScale's products, utilizing machine learning and natural language processing AI to create innovative solutions.

- Created sales demonstration prototypes for Fortune 500 clients in the financial services, commerce, and healthcare industries.

- Conducted design elements of client workshops, utilizing user-centered design methodologies to identify and address client's user needs.