

**Pete Hawkes** (he/him)

Berkeley, California / [petehawkes@gmail.com](mailto:petehawkes@gmail.com) / +1 801-362-3133

LinkedIn: [linkedin.com/in/pete-hawkes](https://www.linkedin.com/in/pete-hawkes) / Portfolio: [petehawkes.com](https://petehawkes.com)

## SUMMARY

Pete Hawkes works at the intersection of interface, intelligence, and human experience, leading teams to design systems that learn, adapt, and deliver measurable impact across products, workflows, and immersive environments for companies including Sigma Computing, IBM Watson, Cisco, Lockheed Martin, Twitter, and McKinsey.

## EXPERIENCE

**Head of Web and Design**, Sigma Computing / Feb 2024 - Oct 2025 / 1 yr 9 mos

Oversaw web, identity, optimization, and data-driven growth strategies.

- **Led a comprehensive digital rebrand and website restructure**, driving 249% demand-gen revenue growth and supporting ARR expansion from \$50M to \$100M in one year.
- **Spearheaded virtual conference strategy and technical site optimizations**, architecting engaging content experiences and product launches that delivered 335% SEO growth.
- **Designed and built an internal ad network and capture strategy** to convert passthrough organic traffic, increasing pages/session by 13% and time/session by 127% in six months.

**Head of Design**, Daily / Oct 2022 - Jan 2024 / 1 yr 4 mos

Directed product design, web, and brand through a period of major growth and repositioning.

- **Directed design of the company's first real-time AI voice demo**, prompting a company-wide pivot to an open-source Python framework for multimodal AI agents.
- **Led a full rebrand and digital property migration**, aligning identity and web experience to support enterprise sales and developer adoption.
- **Launched a remote customer case study series**, moderating content and producing scalable, authentic stories that strengthened brand credibility and fueled sales enablement.

**Service Design Director**, Pegasystems / Mar 2022 - Sep 2022 / 7 mos

Planned and facilitated design thinking engagements with key accounts.

- **Earned Pega Business Architect certification**, deepening expertise in business process management and enterprise platforms.
- **Developed standardized facilitation frameworks for design thinking sessions**, enhancing consistency and impact across strategic account interactions.

**SVP Design, Product, & Engineering**, Oblong / May 2020 - Mar 2022 / 1 yr 11 mos

Directed design, product, and engineering strategy through a major company pivot.

- **Promoted to lead all product and engineering functions**, directed 27 reports to shift on-prem products to the cloud after running the company's most profitable team for five years.
- **Led design and development of Multishare**, a cross-platform video and screen-sharing product, using prototypes and rapid iteration to ship an MVP in 6 months.
- **Oversaw full-stack responsibilities** including software and hardware roadmaps, product design, UX research, branding, facilities reconfiguration, and patent portfolio management.

### **Director of Interaction Design**, Oblong / May 2015 - Mar 2020 / 5 yrs 1 mos

Directed the Solutions team building large-scale immersive environments.

- **Led an interdisciplinary design and engineering team of 12** to deliver flagship interactive experiences for clients including IBM Watson, Lockheed Martin, McKinsey, and Twitter, which brought in 35% of company revenue from 10% of the workforce.
- **Directed the design and development of IBM Watson Experience Centers worldwide**, delivering 12 immersive AI-driven experiences to engage +15K global visitors, generate \$6B in business, achieve a +93pt Net Promoter Score, and win international design awards.
- **Directed the design and launch of the company's first SaaS product**, introducing multi-stream sharing, shared cursors, and real-time annotation to enhance remote teamwork.

### **Interaction Designer**, Oblong / Oct 2011 - May 2015 / 3 yrs 8 mos

Designed and engineered spatial operating environments for multi-user, multi-screen interaction.

- **Defined and evolved the g-speak platform** for researchers, engineers, and enterprise customers through iterative prototyping and interaction design.
- **Built at-scale prototypes and documentation** that advanced patents and supported product promotion through physical installation and live demonstration.
- **Established the company's first brand and marketing design team**, migrating an internal engineering blog into a demand-generation website while leading a full rebrand.

### **Research Intern, Wearables and AR**, Nokia / Jun 2011 - Sep 2011 / 3 mos

Conceived and prototyped wearable notification and navigation products.

- **Designed and Developed the Green Radar prototype** for notification and geolocation systems exploring haptic wayfinding with wearable technology in urban environments.

## PATENTS

- **Co-inventor**, "Spatially Mediated Augmentations of and Interactions Among Distinct Devices and Applications via Extended Pixel Manifold," U.S. Patent 15/643,264, Filed: 2017
- **Co-inventor**, "Spatial Operating Environment (SOE) with Markerless Gestural Control," U.S. Patent 13/909,980, Filed: 2013

## EDUCATION

**MFA Design Media Arts** / University of California, Los Angeles (UCLA)

**BFA Graphic Design** / Brigham Young University (BYU)

## PROFESSIONAL DEVELOPMENT

**MIT xPRO** / Designing and Building AI Products and Services (In Progress)

## CORE SKILLS

- **Design Leadership & Strategy:** Cross-functional leadership, product strategy, storytelling, Design Thinking, design systems, product management, stakeholder alignment, hiring
- **UX & Product Design:** Figma, Adobe Suite, FigJam, Notion, Agile, user research, information architecture, interaction design, prototyping, design systems, accessibility/WCAG
- **Web & Development:** Webflow, WordPress, Next.js, Astro, HTML/CSS/JS, Git/GitLab, Jira, Asana, responsive design, SEO, Answer Engine Optimization, analytics implementation
- **Innovation & Emerging Tech:** IBM Watson, Claude, ChatGPT, Midjourney, Hugging Face, Runway, voice UI/UX, spatial computing, Python, D3, p5js, Arduino, physical computing