

Craig Hawkes

Design Systems Architect & UI Engineer

Accessible design systems, built and documented to production standard.

- OPEN TO PERMANENT, CONTRACT & FREELANCE

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107

COMPONENTS SHIPPED

86/86

WCAG 2.2 AAA

26

ATS WORKFLOWS

3-Tier

W3C DTCG TOKENS

Summary

Design systems architect who ships to production standard, not prototype standard. Sole creator of a 107-component enterprise library that meets all 86 WCAG 2.2 AAA criteria, built on a three-tier OKLCH token system and React Aria. A background spanning graphic design and engineering means the system holds up in production as well as it reads in the design file.

Experience

BPO Collections Ltd

Sept 2025 - Present

- **Full Stack Developer** CONTRACT

4→1 screen payment flow

Reduced a four-screen payment flow to a single interaction and led the platform's migration from legacy ASP.NET to typed Next.js.

- Reduced a four-screen payment flow to a single interaction with no loss of compliance coverage.
- Integrated the Fiserv gateway end to end across card processing, tokenisation and digital wallets, secured with an HMAC-SHA256 authentication layer.
- Built store-ID routing for multi-merchant transactions and integrated 3D Secure into the payment path.

inclusive.io

Feb 2024 - Present

- **Lead User Interface Designer** FULL TIME / CO-FOUNDER

107 components · 26 ATS workflows · 86/86 WCAG AAA · Solo build

Designed, built and shipped an enterprise ATS design system single-handedly: 107 components, 26 workflows and all 86 WCAG 2.2 AAA criteria across two full rebuilds.

- Delivered 107 production components single-handedly across two full rebuilds.
- Met all 86 WCAG 2.2 AAA criteria using React Aria interaction patterns.
- Architected a three-tier W3C DTCG token system in OKLCH, responsive from 280px to 5K.

DesignBuddy UK

Oct 2017 - Present

- **Lead Designer + Founder** BUSINESS

8+ years · 50+ clients

Founded and scaled a design consultancy, delivering brand and build for 50+ clients over 8+ years.

- Delivered end to end for 50+ clients over 8+ years, from discovery to launch.
- Built production sites in React, Tailwind, headless WordPress and Shopify.
- Ran national advertising campaigns and local event marketing.

Paul McFadden Wealth

Dec 2022 - Jan 2024

Lead Web Designer FULL TIME

Owned design across web, email and content for a property-education company, running multiple high-value projects in parallel.

- Built a scalable atomic design system spanning web, email and courseware.
- Delivered full-stack work to WCAG accessibility standards.
- Improved email performance through optimised ClickFunnels and Klaviyo campaigns.

Earlier

TMD Media

Aug - Dec 2022

Senior Web Designer FULL TIME

Led conversion-focused web and marketing delivery across an agency client portfolio, on deadline.

NOVAVAPES

Oct 2016 - Sept 2022

Graphic Designer FULL TIME

Owned brand identity for six years as the company scaled from startup to established market presence.

SKILLS

Frontend Core: React, Next.js, TypeScript, Tailwind CSS, HTML/CSS, JavaScript

Frameworks & Libraries: Angular, Framer Motion, GSAP, React Aria, HeroUI, ShadCN

Design Systems: Design Tokens (W3C DTCG), OKLCH Colour, Atomic Design, Component APIs, Storybook, Figma

Backend & Infrastructure: Node.js, ASP.NET, C#, SQL Server, REST APIs, Vercel

Testing & Accessibility: WCAG 2.2 AAA, axe-core, Playwright, Vitest, Pa11y, Chromatic

Design & Creative: UI/UX Design, Adobe Creative Suite, Brand Identity, Prototyping, Art Direction, Typography

AI & Agent Systems: LLM providers (OpenAI, Anthropic, Google), Prompt & context design, MCP servers, Cursor agent workflows, Tool calling & evaluation, llms.txt / AEO

AVAILABILITY

Open to permanent, contract & freelance

Remote / hybrid · UK

Glasgow, Scotland

Live proof, case study, and System Mode at craighawkes.dev