
408 705 5056 • elan.hawkins@gmail.com • Los Angeles, CA • <https://www.likelani.design/>

A highly regarded footwear designer who consistently pushes the boundaries of design to create innovative and captivating footwear. With a deep understanding of functionality and a passion for artistic expression, I showcase a keen eye for aesthetics and a commitment to excellence. Educated in industrial design with a Bachelor of Fine Art from the Academy of Art University, I have honed my skills and developed a unique approach that embraces diversity and celebrates inclusivity.

Experience

AUG '21 - NOV '22

Lead Product Designer | Illustrator | Saysh, Los Angeles, CA

- Responsible for leading the design and illustration aspects of product development projects
- Create and communicate visual concepts and ideas to the team
- Collaborate with teams including engineers, marketers, and product managers
- Conduct research to understand user needs and preferences
- Create prototypes and mockups to visualize design solutions
- Produce illustrations and graphics for various purposes, such as marketing materials and product interfaces

MAR '20 - JUL '21

Intern Product Designer | Innovator | Whipsaw, San Francisco, CA

- Collaborate with cross-functional teams to understand user needs, business requirements, and design constraints.
- Create and iterate on product design concepts, wireframes, and prototypes.
- Collaborate with designers and engineers to ensure design feasibility and implementation.
- Support the development and execution of user-centered design processes.
- Gain hands-on experience in the product design process from concept to implementation.

Education

MAY '21

BFA In Industrial Design

Academy of Arts University, San Francisco

AUG '21

Footwear Design

Pensole Academy, Portland Oregon, US, US

DEC '21

Footwear Design

SEED, Los Angeles

Skills

Product Design

Footwear Design

Digital Illustration

Concept Sketching

Ideation

Prototyping

3D Design

Layout Design

Procreate

Photoshop

Adobe Software

References

E. Scott Morris

Pensole Academy

Chair Of Footwear For Pensole Mentor

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Natalie Candrian

Saysh

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Allbirds

Vice President Of Product Design Mentor

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Dwayne Edwards

Pensole Academy

Founder Of Pensole Lewis College Mentor

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Cherese Thornhill-Goldson

SEED

Director Mentor

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Wes Felix

Saysh

CEO Executive

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Accomplishments

Full Ride Scholarship Athlete - Women's Golf

Featured Artist on Whipsaw's thinking page

Featured in IDSA News

Host for California by Design - supported by IDSA and Core 77