

# Luke Causon

Product Designer

Born in Malta

Based In Austria (remote)

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[in](#) [Linkedin Profile](#)

[L.](#) Portfolio — [causonluke.com](http://causonluke.com)

## Experience (10' Years)

- **Lead Product Designer**  
Red Bull (2024 - Present)
- **Senior Product Designer**  
Hotjar (2020 - 2024)
- **Product Designer**  
Sportradar (2019 - 2020)
- **Lead UX Designer**  
Catena Media (2018 - 2019)
- **Senior UX/UI Specialist**  
Catena Media (2017 - 2018)

## Education

**MBA - Master in Business Administration**

Edinburgh Business School (2021 - 2025)

**BSc (Hons) Information Technology & Networking - First Class Honours**

Middlesex University London (2013 - 2015)

Specialised in Human Computer Interaction (HCI), Web Development and Scripting Technologies.

## Additional Certifications

**Certified Practitioner of Human-Centred Design**

LUMA Institute (Issued Aug 2021)

**Personas: Turning User Data in User Centred Design**

Nielsen Norman Group (Issued Nov 2017)

**Google Analytics IQ**

Google (Issued Dec 2015)

## A Few Accomplishments

- **Increased design & implementation productivity by 14x** by implementing the Red Bull Design System across MarTech, CMS, DAM, and AI platforms, reducing implementation time to 0.08–5 days per team. Driving consistency in UX to support scalable digital product delivery within Red Bull Media House.
- **Led the process from concept-to-production, collaborating with cross-functional teams to design and launch Hotjar's first product analytics tools** (Dashboard, Trends, Funnels), enabling product teams to easily find meaningful insights by connecting quantitative and qualitative data. Boosting adoption (Dashboard - 2nd most-used feature) and Funnels contributed to over \$10M ARR, powering monetization of Hotjar's top-tier plan (75% of plan revenue).
- **Increased cross-tool engagement by 33%** by designing a feature that links Screen Recordings to Customer Feedback within Hotjar's product suite. As Lead Designer for Hotjar's flagship product, Recordings, I led the initiative as part of a platform unification strategy; the design was awarded a patent
- **Accelerated time-to-market by designing a marketing platform (0 to 1,** including a Dashboard for campaign tracking & a new Design System), aligning user experience with business goals to deliver real-time, automated ad buying. Reduced campaign launch time and improved ROI by optimizing ad relevance for sports fans.

## Skills And Competences

- **Lead Product Design Initiatives from concept to production** – digital products (features & 0 to 1), web apps, & mobile apps (accessible design + rapid prototyping) — Figma, Webflow, Framer, Scene, UX Pilot & Creatie.
- **Designed, maintained, and contributed to Design Systems** – drive adoption, governance, component creation/modification, documentation.
- **UX/design artifacts** — user journey maps, flows, wireframes, competitor analyses, heuristic analyses, personas, card-sorting, information architecture, and A/B testing.
- **Data-Informed Design** – lead discovery initiatives end-to-end, generate insights that are backed by data.
- Create **feedback mechanisms for ongoing user feedback**, running multiple interviews per week — research repository (dovetail & enjoyHQ), usability testing, running workshops sessions (remotely on Miro & Figjam). Attended user research / usability testing sessions in Munich, Stockholm & London.