

Mike Bowser

NYC-based UX/product designer and design director, leading user-centered design for systems and experiences

EXPERIENCE

The New School, Parsons School of Design

2020 – present

Adjunct professor

- Created first-ever Design Systems curriculum
- Course instructor for Design Systems
- Interaction Design / BFA Communication Design program

New York Life

2023 – 2024

Design Director, UX and Design Systems (Consultant)

- Focused on the establishment of New York Life's first global enterprise design system
- Created a system of systems model to scale across enterprise teams
- Designed, built, and tested complex UI/UX components and patterns to support key NYL user-flows

Vista (VistaPrint)

2021 – 2023

Design Director, UX and Design Systems

- Led Vista's design system initiative: focused on UX strategy, systems architecture, improving design and engineering collaboration, reducing UI code maintenance, and producing faster product delivery
- Built a centralized design systems team and operations to scale and drive adoption of the design system across the organization
- Co-created code libraries and tokens, design language system, and design tools, supporting more than 60 UX designers, and more than 200 front-end developers
- Led UX improvements resulting in approximately \$8mm in revenue
- Defined design system vision, roadmap, and cross-functional collaboration models
- Championed accessibility initiatives, conducted comprehensive audits, and implemented new standards to significantly improve accessibility across Vista's product ecosystem

EDUCATION

Northeastern University

Boston, MA

Bachelor's Degree

*Design and Visual
Communication*

UX Certification

Nielsen Norman Group

AI & Product Design

ELVTR

The Associated Press

2012 – 2021

Global Creative Director

- Directed a global team of more than 20 UX and visual designers, front-end developers, copywriters and external agencies to improve digital product and communication design experiences
- Led UX and visual design for AP's mobile news app; establishing a UX research practice and pushing audience growth and engagement
- Helped grow AP News to 1.8mm active app users, 50mm monthly visitors and more than \$10mm in annual revenue
- Operationalized a design language system across AP's consumer products and customer platforms

Bond (formerly Electric Artists)

2010 – 2012

Creative Director

- Built and led a team of art directors, UX and visual designers, film and video producers, copywriters and web developers
- Designed, developed, and produced digital and environmental experiences that drove strategic business initiatives
- Led new client pitches and grew existing client relationships

Acxiom

2007 – 2010

Creative Director

- Led award-winning creative teams in New York and San Francisco; delivering measurably effective work across multiple channels
- Directed the development of innovative campaigns and digital experiences that increased brand awareness and user engagement
- Clients served: Comcast, Symantec, AT&T, Panasonic, Dell, HP, FedEx, FTD, Sprint, HSBC, Citi, Wyndham Hotels & Resorts, and other Fortune 500 clients and major brands