Mike Bowser

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Product design leader with a particular passion for design systems and 20+ years experience across the product development lifecycle

My mission is to enable digital product teams to design, prototype, and accelerate building exceptional experiences that improve customer outcomes.

EDUCATION

Northeastern University
Boston, MA
Bachelor's Degree
Design and Visual
Communication

EXPERIENCE

2020 – present / Adjunct faculty, Design Instructor
Parsons School of Design — The New School

Design Systems

– Created first-ever online curriculum for Design Systems course

– Course instructor for Design Systems

Core Interaction: BFA Communication Design

– Teach beginning and intermediate interaction design through lecture and hands-on HTML, CSS and JS

2023 / Design Director, Design Systems (Consultant)
New York Life

Focused on the establishment of an enterprise design system and design operations functions.

– Drive design excellence and efficiency across the enterprise long-term.

– Equip the organization to effectively deliver on near-term strategic value streams.

2021 – 2023 / Design Director, Design Systems
Vista

– Built and led Vista's first dedicated design systems program; bringing together UX and visual designers, motion designers, UX engineers and product managers with an emphasis on building an autonomous and inclusive team culture focused on solving real user problems.

– Led the creation of SWAN – Vista's design system – improving designer and developer efficiency by 50%, reducing UI code maintenance by 40% and producing 1.5x faster project delivery.

– Created a full suite of working front-end code, 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 and tracked OKRs, developed baseline KPIs to define success and collaborated with engineering, product, and design leads to develop 6-12 month product roadmaps for the design system.

- Advocated for and upheld accessibility standards.

- Developed a multi-year vision and roadmap for growing the design systems program at Vista.

2012 – 2021 / Global Creative Director
The Associated Press

- 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.

- Grew AP News to 1.8mm active app users, 50mm monthly visitors and more than $10mm in annual revenue.

- Operationalized a design language system across multiple products and platforms.

2010 – 2012 / Creative Director
BOND Strategy and Influence

- 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.

2007 – 2010 / Creative Director
Acxiom

- 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.