

Mike Bowser

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

EXPERIENCE

The Associated Press

2025 – present

Head of Design, Consumer Products

- Lead all UX design, design systems, UX research, and cross-functional workshops for AP's B2C news products.
- Partner with product, engineering, editorial, and business teams to improve consumer experiences and design operations.
- Drive AI design automation training and workflow optimization to reduce manual effort and accelerate delivery.
- Build scalable processes that support audience growth, engagement, and product quality.

The New School, Parsons School of Design

2020 – present

Adjunct professor

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

DTCC (Depository Trust & Clearing Corporation)

2024 – 2025

Design Consultant, Enterprise Portal Redesign

- Redesigned DTCC's primary client portal experience for 106K users and 65K daily logins across 204 products.
- Led AI-supported research, workflow analysis, and prototyping to define role-based dashboard and support experiences.
- Created a real-time operational hub with smart cards, notifications, system status, and personalized action items.
- Reworked support flows with AI-enhanced recommendations and similar issue detection to improve self-service and reduce ticket volume.
- Validated the design through user testing and iterative refinement, contributing to a 73% increase in tasks completed per session and a 35% reduction in support tickets.

EDUCATION

Northeastern University

Boston, MA

*Bachelor's Design and
Visual Communication*

UX Certification

Nielsen Norman Group

AI & Product Design

Certification

ELVTR

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
- Facilitated cross-functional enterprise workshops to define AI and automation opportunities that improved design-system efficiency, streamlined workflows, and strengthened UX/product UI consistency.
- 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 products and user journeys

Vista (VistaPrint)

2021 – 2023

Design Director, UX and Design Systems

- Led Vista's design system initiative, improving UX strategy, systems architecture, and design-engineering collaboration.
- Built a centralized design systems team and operating model to drive adoption across the organization.
- Co-created code libraries, tokens, a design language system, and tools supporting 60+ UX designers and 200+ front-end developers.
- Led UX improvements resulting in approximately \$8M in revenue.
- Championed accessibility audits and standards across the product ecosystem.

The Associated Press

2012 – 2021

Global Creative Director

- Directed a global team of 20+ UX and visual designers, front-end developers, copywriters, and agencies.
- Led UX and visual design for AP's mobile news app and established a UX research practice.
- Helped grow AP News to 1.8M active app users, 50M monthly visitors, and \$10M+ in annual revenue.
- Operationalized a design language system across AP consumer and customer platforms.

Bond (Electric Artists)

2010 – 2012

Creative Director

- Led multidisciplinary teams across art direction, UX, video, copy, and development.
- Produced digital and environmental experiences supporting strategic business goals.

Acxiom

2007 – 2010

Creative Director

- Led award-winning creative teams in New York and San Francisco.
- Directed campaigns and digital experiences for Fortune 500 brands including Comcast, AT&T, HP, FedEx, Citi, and others.

Innodata

2003 – 2007

UX/UI and communications designer

- Owned brand, UX, and visual design language for a global B2B technology company.
- Led the corporate website, intranet, and internal content management systems. Built a centralized design systems team and operating model to drive adoption across the organization.
- Co-created code libraries, tokens, a design language system, and tools supporting 60+ UX designers and 200+ front-end developers.
- Led UX improvements resulting in approximately \$8M in revenue.
- Championed accessibility audits and standards across the product ecosystem.