

# Mike Gorrell

## Visual & Product Designer

📍 SAN FRANCISCO, CA

### Contact

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## 📁 Experience

### Visual & Product Designer at Rare Bits, San Francisco, CA

JUNE 2019 - JUNE 2020

- Collaborate with our UX designer, engineers, and Product Manager on our native Android & iOS app to ideate on product features, create wireframes, screen flows, and prototypes, and turn them into clean, understandable, and usable final UI designs
- Design improvements helped gain 40K+ users, 40%+ weekly user return rate, ~\$1.15 ARPU, ~\$14 ARPPU in a few short months
- Work with our business development team to create compelling marketing and sales collateral in our new business efforts, including email design, advertisements, presentations, and physical banners for conference activations
- Created new logo and identity system, crafted and established brand guidelines

### CEO, Co-Founder, Design Lead at Bulletn.co, San Francisco, CA

AUGUST 2016 - PRESENT

- Lead all UI/UX product, brand, motion design, marketing, and illustration efforts across web and mobile Android/iOS platforms
- Manage company and project priorities, create product roadmaps
- Solicit regular feedback from beta testers, and seek out new business leads
- Created product design system to improve both design consistency and speed
- Lead market content strategy and automation
- Develop UI components in React and React Native

### Creative Director (Brand & Product) at Hackster.io, San Francisco, CA

OCTOBER 2017 - JUNE 2019

- Lead all branding and visual storytelling efforts of the company, helping grow userbase from 180,000 to +1,000,000
- Collaborated frequently with outside companies such as Google, Microsoft, Amazon, and Arduino
- Advised on marketing content strategy and design, including landing pages, advertisements, and content such as e-books and whitepapers
- Created comprehensive brand guide, established new illustration system, and created new UI icon library
- In partnership with UX Designers, created product design system for our website
- Drove conversations to clarify our company's purpose, audience, and tone of voice

### Visual Designer at GE Digital, Chicago, IL

OCTOBER 2016 - SEPTEMBER 2017

- Collaborated across multiple business units within GE to tell in a unified way how IoT was changing the industrial world
- Created new email marketing designs, with a focus on scalability of production and flexibility
- Helped establish strategy and system for how illustration and photography were used together
- Designed presentations for executives to present at conferences, to new business leads, and internally
- Worked with growth marketing to create inbound/outbound web ads, landing pages, and content

### Creative Lead at Christ Community, Champaign, IL

AUGUST 2014 - SEPTEMBER 2016

- Led all brand, print, presentation, and web design efforts of organization
- Managed a creative team of 20 musicians

## Skills

Visual Design, Branding & Identity, Creative Direction Product Design, Feature Ideation, Mobile Design, UI/UX Design, Illustration, Icon Design, Design Systems, Animation and Motion Design, Web Development, Marketing, Art Direction, Interpersonal Communication

## Tools

Sketch, Figma, Origami Studio, Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premiere, InDesign, InVision, Zeplin, HTML/CSS, Javascript, React.js, React Native

## Education

Bachelor of Communication, Minor in Architecture, Minor in Business @ University of Illinois at Urbana-Champaign August 2010 - May 2014