

Mike Gorrell

Senior Product Designer

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About Me

I'm just a guy from Chicago who is living the dream. I started my career working at a church, moved my way into graphic design, and now do product design work that is used by hundreds of millions of people every day. I love what I get to do for work, but someday I also want to open up a coffee shop that also sells Vespa scooters. It's kind of a weird dream, I know.

Skills

Design

Product Design

Prototyping

Data-driven Experimentation

Design Systems

People

Vision Casting

Mentorship

Interpersonal Skills

Presentations & Public Speaking

Cross-Functional Collaboration

Tools

Figma

Figjam

Loom

Photoshop

Illustrator

After Effects

Mural

Experience

Product Designer @ Twitter

2021 - Present, San Francisco, CA

- Designer on the Ad Formats team, working to create real value for our small, medium, and large business advertisers while prioritizing our consumer experience
- Frequently leading and navigating ambiguous projects and tackling abstract customer problems by defining scope, creating alignment with cross-functional partners, and iterating on solutions based on data and research feedback. This often involves lots of iteration and creating high-fidelity interactive prototypes for testing
- Collaborates daily with product management and engineering leaders to influence our product roadmap and create realistic plans for implementation, and presents work regularly to VP-level and executives
- Works to improve and uplevel our design systems thinking across our entire company, working with designers of all levels across our consumer and revenue products
- Regularly creating vision work to push the boundaries for what Twitter is capable of, including projects like rethinking our Video strategy, monetizing Spaces, creating a marketplace to connect Creators and Advertisers, and launching new Ad Formats such as Interactive Text and Dynamic Product Ads

Design Mentor @ ADPList

2021 - Present, San Francisco, CA

Sr. Product Designer @ Y Media Labs

2020 - 2021, Remote

- Quickly understand client problems, identify user needs, and define product flows and strategy in complex problem spaces like healthcare technology and financial tools
- Build and present interactive prototypes in Figma to pitch and explain concepts to clients and internal stakeholders
- Define and implement cohesive design systems across mobile and web
- Mentor and coach designers to help grow their design skills and navigate their careers

Visual & Product Designer @ Rare Bits

2019 - 2020, San Francisco, CA

- Collaborated 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
- Worked 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, Cofounder, Design Lead @ Bulletn.co

2016 - 2021, San Francisco, CA

Creative Director @ Hackster.io

2017 - 2019, San Francisco, CA

Visual Designer @ General Electric

2016 - 2017, Chicago, IL

Education

University of Illinois at Urbana-Champaign

August 2010 - May 2014, Champaign, IL