

Mike Gorrell

Staff Product Designer

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About Me

I'm a designer, creating AI products that help teams work smarter. Currently leading design for AI Studio at Asana. Before that, I was at Twitter making ads feel less like ads, worked on an NFT blockchain startup before it was cool, built my own app to help churches save money on printing, and a few other things along the way.

San Francisco-based, Chicago-born. Sporadic rock climber. Below average woodworker. Occasional camper. Full-time toddler entertainer.

Design

Product Design

Prototyping

Data-driven Experimentation

HTML/CSS

Design Systems

Design Strategy

AI Expertise

Generative AI

AI Automation

AI Interface Design

AI Product Strategy

People & Leadership

Vision Casting

Mentorship

Product Roadmapping

Interpersonal Skills

Presentations & Public Speaking

Cross-Functional Collaboration

Experience

Design Lead, AI Experiences @ Asana

2023 - Present, San Francisco, CA

- Lead IC designer in Asana's AI organization, establishing foundational design patterns for leveraging AI to transform organizational efficiency, automate complex workflows, optimize processes, and enhance individual and team productivity.
- Design Lead for AI Studio, driving strategy, roadmapping, and UX for Asana's highly anticipated AI-powered work automation product, requiring extensive cross-organizational collaboration across teams to align priorities and deliver user-centric solutions.
- Pioneered proactive AI and generative experiences, including project/portfolio summarization, AI-powered status updates, and custom field suggestions, to enhance user productivity and decision-making.
- Led design and product strategy for Asana's Gantt chart view, the first major new product view in 5 years, redefining how teams visualize and manage complex workflows.
- Partnered with C-level leadership and the Head of Product on visionary AI concepts presented at Asana's Work Innovation Summit, inspiring investors and industry leaders.
- Designed Asana's integration with AWS Q, with assets featured in a keynote by AWS's CEO.
- Mentored designers and collaborated with UXR to validate and refine concepts for scalable, user-centered AI solutions.

Product Designer @ Twitter

2021 - 2023, San Francisco, CA

- Designer on the Ad Formats team, driving value for advertisers while prioritizing consumer experience.
- Led and navigated ambiguous projects by defining scope, aligning cross-functional teams, and iterating on solutions based on data and research. Created high-fidelity interactive prototypes to refine ideas and test usability.
- Worked closely with PMs and engineers to influence the product roadmap, ensure seamless implementation, and regularly present work to VP-level and executive stakeholders.
- Improved design systems thinking across the company, collaborating with designers across consumer and revenue products.
- Developed vision work to push Twitter's capabilities, including rethinking Video strategy, monetizing Spaces, connecting Creators and Advertisers, and launching new Ad Formats like Interactive Text and Dynamic Product Ads.

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

CEO, Cofounder, Design Lead @ Buletn.co

2016 - 2021, San Francisco, CA

Creative Director @ Hackster.io

2017 - 2019, San Francisco, CA

Visual Designer @ General Electric

2016 - 2017, Chicago, IL