

MIKE GOWEN_

Product Designer

I've spent most of my career building creative tools and platforms for artists: scrapbook and photobook editors, a collage tool built around remixing other people's work, and most recently Foundation and Rodeo, marketplaces where artists sell and share their work. In between I co-founded Delighted and led design there for nine years, including three after its acquisition by Qualtrics. Lately I've been designing agent-first AI products and building them in code. I take tangled, complicated experiences and make them feel clean, obvious, and usable.

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EXPERIENCE

DEC 2024 - PRESENT

Lead Designer

Pattern Engine · Remote

- Designed the first version of Pico, an agent that helped people discover and collect digital art
- Redesigned the Shape website and built LLM-assisted tools to explore the new visual system
- Designed the \$SHAPE token launch landing page with gamified ticketing

DEC 2023 - OCT 2024

Product Designer

Foundation Labs · Remote

- Designed the migration of Foundation, the company's NFT marketplace, onto Base
- Co-led design of Rodeo, a more casual and social take on collecting, from early concept through launch and continued product development
- Conceived and designed Top 9, which became Rodeo's most-used feature
- Ran user research with artists that informed company strategy

FEB 2021 - DEC 2023

Angel Investor & Advisor

Invested in and advised early-stage startups across a range of industries

APR 2013 - FEB 2022

Co-founder and Chief Design Officer

Delighted · Palo Alto

- Designed the entire product and brand as sole designer and co-founder
- Continued leading Delighted's design after its 2018 acquisition by Qualtrics and through Qualtrics' acquisition by SAP

MAR 2012 - APR 2013

Director of Design (Mosaic)

Mixbook · Palo Alto

- Led the design of Mosaic end to end across the mobile app, identity, physical book, packaging, manufacturing, and launch
- Worked directly with engineers and manufacturers through prototyping, production, and print quality control

JUL 2011 - MAR 2012

Lead Designer

Yobongo · San Francisco

- Sole designer for iOS and desktop location-based chat applications. Acquired by Mixbook

SEP 2009 - JUN 2011

Lead Designer

Muzy · Palo Alto

- Designed a collage tool where anyone could make elements others could use and remix, with credit and a usage score for creators
- Worked with growth expert Andrew Chen on user acquisition design

SEP 2006 - SEP 2009

Lead Designer

Scrapblog · Miami

- Designed one of the first web-based creative tools, a canvas editor running in the browser
- Won an Adobe MAX award

EARLIER

Senior Interactive Designer at Propeller, and Creative Director at Alienware, where I led the "Predator" case design and managed a team of eight. Co-founded Tick, a time-tracking product for creative teams, with colleagues at Propeller

EDUCATION

Bachelor of Fine Arts in Design

Virginia Tech