MICHELLE BAJURNY

Growth Designer | Paid Creative, Brand and Web UX

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Growth and brand designer with 10+ years in consumer, health and regulated products, from art-directing campaigns for American Express and BMW to leading funnel redesigns at Cisco Meraki. I turn an audience insight into paid social concepts for Meta and TikTok, landing pages and testable variants, and build the reusable systems that let a team ship them fast. AI-first, and founder of Heal Sooner, an app that helps women with pelvic pain and endometriosis get seen sooner.

EXPERIENCE

Founder and Design Lead

HEAL SOONER · REMOTE · 2026 TO PRESENT

- Created an app that helps women with pelvic pain and endometriosis get seen sooner, from symptom logs to referrals
- Built the brand identity, site, campaign creative and waitlist funnel from scratch, ahead of its free beta in Canada
- Built the app with our engineering lead, owning design and front end, plus an AI assistant that never diagnoses

Product and Growth Design Lead

ZORA DIRECT · REMOTE · 2024 TO PRESENT

- Design paid social creative for Meta and TikTok, plus landing pages and onboarding flows in Figma, Framer and Webflow that carry the campaign promise through to sign-up
- Turn funnel data and research into A/B-tested design hypotheses
- Build reusable Figma libraries and templates with engineering
- Assureful: redesigned onboarding, raising completion 18%
- Mettle: brand, campaign creative and onboarding that lifted activation

Lead UX Designer

CISCO MERAKI · REMOTE · 2021 TO 2024

- Redesigned the Cisco App Marketplace to improve navigation and product discovery
- Optimized website journeys and conversion flows, and designed lead generation tools

Senior UX Designer

CISCO MERAKI · SAN FRANCISCO BAY AREA · 2019 TO 2021

- Redesigned the Meraki website and built a quote builder that simplified complex pricing

Senior Product Designer

LEGAL & GENERAL · LONDON, UK · 2017 TO 2019

- Redesigned the end-to-end onboarding journey for pension and ISA products, moving them online

Senior Art Director

KBS · NEW YORK, NY · 2015 TO 2016

- Led campaign and digital design for American Express and BMW, including BMW's "Build Your Own" configurator

Art Director

GEOMETRY GLOBAL · NEW YORK, NY · 2014 TO 2015

- Designed digital and interactive campaigns for Capital One and Liberty Mutual

SKILLS

Growth
Paid social for Meta and TikTok, performance and direct-response creative, hooks, ad variants, landing pages, funnel diagnosis, A/B testing, experiment hypotheses

Brand
Visual identity, typography and layout, illustration, motion, brand guidelines

Web UX
Information architecture, mobile UI, design systems, prototyping, accessibility (WCAG)

Domains
Health tech, women's health, regulated industries, consumer conversion

Tools
Figma, Framer, Webflow, Claude Design, Claude Code, Codex, Lovable, Cursor, Adobe Creative Suite

EARLIER EXPERIENCE

Product Designer, Freelance
London · 2016 to 2017

Entrepreneur in Residence, IKEA Bootcamp
Sweden · 2017

EDUCATION

Human-Computer Interaction for UX
MIT · 2019 to 2020

AAS, Graphic Design
Parsons School of Design · 2013 to 2015

BA, Fine Arts and Communications
University of Guelph · 2005 to 2009

COMMUNITY

Member, Women Defining AI
2026 to Present