



MICHELLE BAJURNY

Art Director | Creative and Design Lead

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PROFILE

Art Director and creative lead with 10+ years in campaigns, brand identity, and visual systems across healthcare, AI, fintech, and global consumer brands, from American Express and BMW at KBS to building brands from zero for Heal Sooner, Mettle, and Assureful. Operates at a staff level, owning creative direction end to end and presenting work to founders, clients, and executives.

SKILLS

Creative direction: Art Direction, Campaign Concepting, Integrated Campaigns, Brand Identity, Storytelling, Campaign Systems, Visual Identity Systems

Craft and collaboration: Typography, Layout and Composition, Design Systems, Accessibility (WCAG), Creative Rationale, Brainstorm Facilitation, Cross-functional Alignment

Domain and tools: Healthcare, Generative AI, Regulated Industries, Figma, Adobe Creative Suite

EXPERIENCE

Founder and Creative Lead | Heal Sooner, Remote 2026 to Present

- Built the brand from zero for a women's health product: positioning, visual identity, tone of voice, and campaign direction.
- Concepted and led the pre-launch campaign, including a research assessment and landing page that drive waitlist sign-ups.
- Created a flexible visual system that keeps brand, campaign, and app consistent while turning complex clinical topics into clear patient stories.

Creative and Design Lead | Zora Direct, Remote 2024 to Present

- Lead campaign, brand, and product creative for healthcare, insurance, and consumer clients including Mettle, Assureful, and Heal Sooner.
- Mettle: art directed campaign and brand work for a mental fitness app built for men, from concept through launch.
- Assureful: led campaign and brand design, building a headline and visual system that scales across channels.
- Present and defend creative rationale to founders and cross-functional teams from concept to launch.

Lead UX Designer | Cisco Meraki, San Francisco Bay Area 2019 to 2024

- Led design for enterprise marketplace experiences used by 1M+ monthly users, setting hierarchy and layout systems for complex catalog and quote-builder interfaces.
- Presented design rationale and aligned product, engineering, and business partners on direction.

Senior Product Designer | Legal & General, London, UK 2017 to 2019

- Turned paper-based pension and ISA products into guided, accessible digital journeys, partnering with engineering and compliance in a regulated industry.

Entrepreneur in Residence | IKEA Bootcamp, Almhult, Sweden 2017

- Selected for a global accelerator, advising early-stage startups on product strategy, brand, and market direction.

Senior Art Director | KBS, New York, NY 2015 to 2017

- Led art direction for integrated campaigns for global brands including American Express and BMW, from concept through execution.
- Developed campaign concepts and visual systems across digital channels, including geolocation experiences and checkout flows.
- Presented creative work to clients and internal teams, translating brand strategy into distinctive campaign work.

EDUCATION AND COMMUNITY

Human-Computer Interaction for UX | MIT | 2019 to 2020

Associate of Arts and Sciences, Graphic Design | Parsons School of Design | 2013 to 2015

Bachelor of Arts, Fine Arts and Communications | University of Guelph | 2005 to 2009

Member, Women Defining AI | 2026 to Present