

Michelle Bajurny

Vancouver, British Columbia (Remote) · mbajurny@gmail.com · (236) 457-6539
[linkedin.com/in/michelle-bajurny](https://www.linkedin.com/in/michelle-bajurny) · www.michellebajurny.com

PROFESSIONAL SUMMARY

Senior product designer with 10+ years shipping AI-driven and SaaS platforms across healthcare, financial services, and enterprise software. Lead end-to-end design from research and concept through engineering handoff and production, translating complex regulated workflows and data-rich systems into clear, usable interfaces. Strong partner to engineering and PM, building scalable design systems in fast-moving startup and enterprise environments.

EXPERIENCE

Principal Product Designer

2022 - Present

Zora Direct · Remote

Lead product design across SaaS, AI-supported, and data-driven platforms in healthcare, financial services, and consumer wellness.

- Translate complex underwriting, clinical, and behavioral-health workflows into clear, multi-role interfaces, reducing decision time and ambiguity in high-stakes flows
- Ship AI-driven onboarding and recommendation experiences, integrating model outputs and behavioral analytics into usable decision surfaces
- Build scalable Figma design systems and partner closely with engineering on React component patterns, accessibility, and production polish
- Run usability research and analytics-informed iteration to lift activation, completion, and retention across consumer and enterprise products

RECENT ENGAGEMENTS

Assureful · Enterprise insurance platform *May - December 2025*

Redesigned underwriting and onboarding workflows for a multi-role enterprise system spanning underwriters, brokers, and end customers, increasing onboarding completion by 18%.

PelvicSense · Digital health platform *September 2025 - Present*

Designing AI-supported assessments and results experiences that translate complex clinical data into clear, clinician-reviewed insights for patients and providers.

Mettle · Consumer wellness app (iOS / Android) *June - September 2025*

Led onboarding redesign using behavioral analytics to improve activation and early retention across iOS and Android.

Lead Product Designer, Cisco Meraki

2019 - 2024

Cisco Systems · San Francisco, CA / Remote

Led design of the Meraki enterprise marketplace and configuration experiences serving 1M+ monthly users.

- Led the end-to-end redesign of the Meraki enterprise marketplace for 1M+ monthly admins, owning navigation, IA, and core purchase and feature-discovery flows
- Improved core funnel performance by instrumenting behavioral analytics, running usability sessions with enterprise IT admins, and iterating on IA and UI through structured A/B tests
- Designed scalable systems for complex device configuration and data visualization, reducing setup complexity for admins managing large distributed networks
- Partnered with product and engineering leadership on multi-quarter roadmap planning, design system governance, and cross-team delivery across multiple product squads

Product Design Manager

2017 - 2019

Legal & General · London, UK

Led design of digital financial onboarding journeys within an FCA-regulated enterprise environment.

- Managed a cross-functional design team responsible for digital onboarding across regulated insurance and pensions products
- Designed onboarding journeys that balanced FCA, GDPR, and internal compliance requirements with first-time-customer usability
- Partnered with compliance, legal, and engineering to translate dense policy and regulatory rules into clear, accessible customer journeys
- Reduced friction in long-form data capture through progressive disclosure, plain-language guidance, and a reusable enterprise form-component library

EDUCATION

MIT · Certificate, Human-Computer Interaction for UX

2019 - 2020

Parsons School of Design · AAS, Graphic Design

2013 - 2015

University of Guelph · BA, Fine Arts

2006 - 2009

SKILLS

AI Product Design · AI Builder UX · SaaS Platforms · Complex Workflow Design · UX for Data-Rich Systems · Interaction Design & Prototyping · Design Systems (Figma) · User Research & Usability Testing · Analytics & Experimentation · Cross-Functional Collaboration · React · HTML / CSS · Tailwind · Claude Code · Cursor · MCP