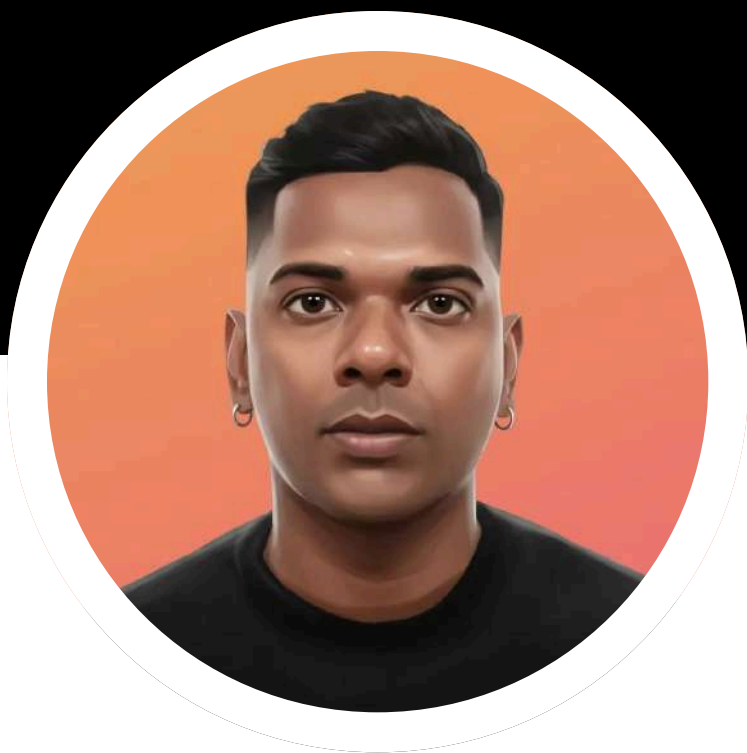


Designing with
evidence, creativity,
and a touch of empathy



Michael

Product Design
michaelguru.com

Profile

Product designer with +8 years of experience in UI/UX and Graphic design. Skilled at Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as hand wireframing

Domain Expertise

Digital Therapeutics Healthcare
Telemedicine E-commerce

Industry Knowledge

Product Design
User Interface
User Experience
Branding
Storyboarding
Wireframing
Rapid Prototyping
Design Research

Figma	Sketch	Adobe XD
Adobe Photoshop	Adobe Illustrator	

Portfolio

behance.net/michaelguru
michaelguru.com

Info

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Profile

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“
The most effective design often go unnoticed — not because they’re simple, but because they’re seamless
”

Experience

LEAD PRODUCT DESIGN

- Neuroglee Health
April 2021 - Present
- **Joined Neuroglee** as a UI Designer and progressed to Head of Design, growing the design team from 1 to 4 members
 - **Led end-to-end** UI/UX design for the patient app, caregiver app, and dashboard owning everything from feature conceptualization to wireframes, prototypes, and final developer handoff
 - **Created and implemented** the company’s full branding, including logo (2nd version), visual identity, design systems, and all supporting assets across digital and print
 - **Directed UX UI** and created asset designs for all multi-domain digital interventions for patients with MCI/dementia and caregiver companion solution, overseeing the full product design journey pipeline from ideation to execution.
 - **Led UX** research efforts including clinician interviews, usability testing, and stakeholder feedback sessions to guide iterative product improvement
 - **Defined and scaled design processes**, design systems, and documentation to support consistency and efficiency across product lines

PRODUCT DESIGNER

- MHC ASIA GROUP (Health Technology Company)
Sep 2019 - Jan 2021
- **Entirely handle UI UX**, Create user flows, design screens, illustrate icons and empty states, improve the useability of BetterHealth app (BetterHealth provides 24/7 on-demand video consultation with a doctor, enabling you to treat common, non-serious conditions at your own comfort and convenience.)

LEAD VISUAL DESIGNER

- Alphanova PTE LTD (Development and Design agency)
Oct 2016 - Sep 2019
- **Led visual and UX design for a variety of client-facing projects** across healthcare, finance, and tech sectors, ensuring brand alignment and user engagement
 - **Designed and successfully launched two client-facing platforms:** Taskal, a communication, support, and risk management solution for Nippon Travel Agency; and Cyneo.io, a streamlined communication and support platform for enterprise use

Notable Achievements

- MakeHealthConnect (MHC)**
- BetterHealth App & Dashboard: Led the full design process from concept to delivery, resulting in the launch of TMARS – a telehealth monitoring system.
<https://pmc.ncbi.nlm.nih.gov/articles/PMC9840157/>
 - iPad Telemedicine Stations: Designed and implemented iPad-based health monitoring stations in dormitories during COVID-19 for real-time vital tracking and remote consultations.
<https://www.straitstimes.com/singapore/technology-to-help-foreign-workers-in-dorms-monitor-health-josephine-teo>
- Neuroglee Health**
- Mayo Clinic’s HABIT Program: Designed and delivered a tablet-based therapy platform for cognitive care in partnership with the Mayo Clinic.
<https://medcitynews.com/2021/09/neuroglee-looks-to-mayo-partnership-digital-therapeutics-to-tackle-mild-cognitive-impairment/>
 - Neuroglee Connect & Nuvance Health Integration: Led the design and integration of a home-based cognitive care platform in collaboration with Nuvance Health.
<https://www.nuvancehealth.org/health-tips-and-news/at-home-cognitive-care-program-in-nuvance-health-primary-care>

