



# Michael

Product Design

[michaelguru.com](http://michaelguru.com)

## Profile

Product designer with **+7** years of experience in UIUX 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

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Adobe Photoshop

Adobe Illustrator

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## Experience

### LEAD PRODUCT DESIGN

Neuroglee Health

April 2021 - November 2025

- **Led 0→1** design for the patient app, caregiver app, and provider dashboard—owning the full lifecycle from feature ideation to wireframes, prototypes, and final developer handoff.
- **Operated cross-functionally** across 3 time zones (Boston, Bangalore, Singapore), establishing the design team as the central anchor of product communication and alignment.
- **Built and implemented** the company's complete brand identity, including the updated logo, visual system, design system, and all digital/print assets.
- **Directed UX/UI design** for multi-domain digital interventions supporting patients with MCI/dementia and their caregivers, managing the full product design pipeline from ideation to execution.
- **Improved usability by 30%** through structured UX research—user interviews (12 participants), usability testing, and stakeholder feedback loops.
- **Redesigned dashboard navigation with a wider field of view** and multi-column layout, reducing clicks and improving at-a-glance readability for patients.
- **Implemented and scaled design processes**, design systems, documentation, and workflow standards to ensure consistency and efficiency across product lines.
- **Conducted A/B testing across all three platforms in partnership** with QA teams; integrated QA earlier in the cycle to reduce time-to-production.
- **Delivered high-fidelity Figma prototypes and demo flows for stakeholders** and investors—supporting the acquisition of three major U.S. healthcare partners.

### 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 usability 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>

## Profile

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

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The most effective design often go unnoticed – not because they're simple, but because they're seamless

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