

Michelle Pavlova

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WORK EXPERIENCE

THRIVE HEALTH

Vancouver, BC

Product Designer III

April 2024 – June 2025

- Led end-to-end design for clinical, education, and aging-in-place apps used in Canadian and U.S. healthcare systems, balancing user needs with complex clinical and regulatory requirements
- Developed a pediatric assessment tool under clinical constraints, achieving 92% diagnostic accuracy and reducing triage time
- Designed a U.S.-compliant parent education app, enabling the company's first international launch
- Redesigning a seniors' health app for accessibility, aligning with WCAG 2.1 and inclusive practices, improving navigation by 25% and boosting older user engagement

Product Designer II

July 2022 – April 2024

- Improved usability, accessibility, and consistency across multiple patient- and provider-facing tools by collaborating with product managers, designers, and engineers in Agile sprints and contributing to iterative design improvements
- Spearheaded user research and usability testing which directly informed UX improvements and increased task completion
- Standardized design components and expanded the design system, reducing QA issues and accelerating team onboarding

SELF-EMPLOYED

Vancouver, BC

Product Designer (Freelance)

May 2021 – Present

- Designed end-to-end experiences for startups, nonprofits, and healthcare orgs, from research through high-fidelity UI for web and mobile
- Led design for an AI-powered interview tool, shaping brand, flows, and UI under tight budget constraints
- Redesigned a charity website, increasing unique visitors by 35% and contributing to \$70K+ in donations
- Modernized a clinician desktop tool into a mobile-friendly app, reducing onboarding time and improving task speed

QUANTA

New York, NY

Product Designer (Contract)

March – June 2022

- Defined design direction, UX foundations, and created a design system for a new cross-platform SaaS product, delivering core features in close collaboration with the early-stage engineering team

EDUCATION

SHERIDAN COLLEGE

Oakville, ON

Honours Bachelor of Illustration (Graduated with Honours)

2020

NETOLOGY GROUP

Postgraduate Diploma in Product Design

Online

2022

VOLUNTEER AND COMMUNITY INVOLVEMENT

PRODUCT BOOK CLUB

Vancouver, BC

Founder

2024 – Present

- Launched and led a monthly product-focused book club to foster professional growth, industry discussion, and peer learning among designers and product thinkers

THRIVE HEALTH'S DIVERSITY AND INCLUSION COMMITTEE

Vancouver, BC

Board Member

2023 – 2024

- Supported company-wide inclusion initiatives by coordinating guest speakers, contributing to all-hands activities, and writing inclusive internal communications which helped foster a more equitable workplace

ADDITIONAL

Product & UX Design: User experience design (UX), User interface design (UI), Visual design, Design systems, Accessibility, Information architecture, Prototyping and wireframing, Design for AI

Research & Testing: User interviews, Qualitative research, Customer journey mapping, A/B testing, Usability testing

Collaboration & Process: Design thinking, Cross-functional collaboration, Communication and storytelling, Agile and Lean UX, Early-stage product development, Developer handoff, Design documentation

Tools & Technology: Figma, FigJam, Adobe CC, Notion, Hotjar, Jira, Confluence, Miro, Google Suite, ChatGPT, Maze