

Deborah Michaliszyn

UX + Product Design | AI | Strategy | Web | Interaction Design

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SUMMARY

I design intentional, future-forward experiences across AI, digital, interaction, and web—bringing UX and Product Design expertise to healthcare, science, insurance, and government. As a strategist and vision setter, I fuse deep design foundations with sharp, modern execution to shape systems that scale and resonate.

SKILLS & EXPERTISE

UX Design | Interaction Design | Product Design | AI-Integrated Design Systems | End-to-End Design | User Research | Service Design | Accessibility | Design Thinking | Prototyping | UI Design | Information Architecture | Cross-Functional Collaboration | Figma | HTML/CSS/JavaScript | Workshop Facilitation

LEADERSHIP & STRATEGY

- Vision Setter: Defined strategic UX vision across products and services, aligning business and user needs.
- Product Strategy: Applied user research and data to guide product roadmaps and ensure alignment with evolving tech trends.
- Stakeholder Engagement: Delivered pitches, workshops, and design strategy presentations to executive and client teams.

CLIENT ENGAGEMENT & PRESENTATION

- Led client-facing workshops for Sanofi, UofM, Johnston Group, and MPI
- Delivered design strategies, storyboards, and research findings to stakeholders, securing alignment and buy-in
- Presented animations, prototypes, and AI-driven workflows to marketing and dev teams

TOOLS & TECH STACK

Figma, Adobe CC, Illustrator, InDesign, XD, Photoshop, HTML/CSS, JavaScript, Miro, Jira, DevOps, AI tools (OpenAI integrations)

SELECTED EXPERIENCE

AI-POWERED STORYTELLING PLATFORM — University of Manitoba (2023–2024)

Lead UX & Product Designer

- Designed an AI-powered storytelling platform, boosting engagement by 20–30%
- Conducted UX research, usability testing, and created user journeys, wireframes, mockups, and clickable prototypes
- Audited and revived a dormant design system, incorporating accessibility (WCAG), component usability, and CUI
- Facilitated workshops and presentations to stakeholders and development teams to ensure Agile alignment.

ONEAI PLATFORM — Sanofi (2022)

Lead UX Designer (Healthcare/Science)

- Reduced model creation time by 99% through reimagined workflows for an AI-driven data science platform
- Conducted user research, prototyped in Illustrator and Figma, and created animations using SVG and motion design
- Collaborated with marketing and product teams to align business strategy with scientific goals.

CUSTOMER INQUIRY INTERFACE — Johnston Group (2021)

UI/UX Application Designer

- Redesigned SaaS application for customer care, reducing data retrieval time from 5 minutes to 0.08 seconds
- Conducted contextual interviews and delivered iterative prototypes to improve usability and workflow efficiency.

PROJECT NOVA — Manitoba Public Insurance (2020–2021)

UX Developer / UX Designer

- Inaugural designer on \$435M Project NOVA modernization effort
- Delivered interaction design and DevOps-ready flow diagrams based on Forrester research
- Proposed foundational UX improvements that were not adopted; the project was later shuttered
- Advocated for scalable UX practices that could have reduced long-term costs and increased success.

ANIMATION & MOTION DESIGN — Western Canada Lottery Corporation (2018–2020)

Motion Designer / Developer

- Developed interactive SVG-based animations for kiosk screens using HTML, CSS, JS, jQuery, and Greensock
- Storyboarded animation sequences and optimized code for seamless performance.

WEBSITE REDESIGN & INTEGRATION — Conviron (2017–2018)

UX/UI Designer

- Conducted UX audit and redesigned legacy website for modern, responsive experience
- Created modular UI components to support future CMS and marketing integrations
- Contributed to collateral design including brochures, manuals, catalogues, displays, awards wall, and advertisements—leveraging this print work to support consistent branding across digital redesign.

STRESSHACKS PLATFORM — Manitoba eHealth (2014–2017)

UX/UI Designer (Healthcare/Aboriginal Audience)

- Designed culturally sensitive interfaces for Indigenous youth using Value-Sensitive Design principles
- Hand-coded responsive web design with a focus on accessibility and emotional trust-building
- Improved usability and satisfaction through iterative design and user testing.

DESIGN SYSTEM STRATEGY (IN PROGRESS)

Founder, AI-Powered Design System Platform

- Designing a collaborative tool for managing design systems at scale, integrated with AI, localization, and ROI metrics
- Features include component validation workflows, stakeholder ROI dashboards, and cross-discipline collaboration
- Centered on empowering UX leadership while subtly encouraging adoption across development and business teams

EDUCATION

Interaction Design Foundation: AI for Designers (2024)

UC San Diego (Coursera): Interaction Design Specialization (2018)

Red River College: Diploma in Business Information Technology – Web Development (2014)