

mikey p.

Senior Product Designer, San Francisco

I'm an established Product Design leader and creative blur. For over 8 years, I've consistently led and shipped high-impact work across complex products, foundational systems, and 0-1 business-critical experiences to millions of users.

Currently building agents into my workflow along with pursuing passion projects including my wife's MedSpa business and a children's beat making app.

Senior Product Designer at Vagaro 2023 - Present

Oversee design strategies for 90k+ merchants (290k+ service providers, 5 million+ customer marketplace) at Vagaro, emphasizing growth, engagement, and retention. From implementing revenue-generating features, Mentorship, foster cross-functional collaboration, and full ownership of projects. **\$140m ARR**

- **Home & Dashboard Surface Redesign — Product Owner (Design/Manager)**
Leading product strategy and requirements for a ground-up redesign of the app's Home and Dashboard — two of the highest-traffic surfaces in the platform — co-launching with a new AI-powered booking feature on a fixed July deadline. Owning the full PRD lifecycle, cross-functional alignment across engineering, design, and executive leadership, and stakeholder communication up to the CEO. (Current WIP)
- **Core Platform Navigation & Calendar Scheduling Redesign – Lead Designer**
Led platform-level redesign and strategy for a next-generation scheduling calendar, modernizing a complex, high-usage surface without disrupting existing workflows. Reducing complexity and onboarding friction while preserving power-user depth, legacy compatibility, and long-term product differentiation.
- **MedSpa Product Expansion – Lead Designer**
Led design of Vagaro's core med spa platform, including HIPAA-compliant SOAP Notes photo markup, partial-use products tracking, and treatment-to-checkout flows, powering the company's entry into the \$36B aesthetics industry. (*Still in Development*)
- **E-Commerce Inventory Expansion – Lead Designer**
Drove the introduction of product variants (size, color, style) into Vagaro's inventory and e-commerce platform, enabling businesses to manage and sell complex catalogs seamlessly. (*~\$10M in new online sales revenue across 5,000+ businesses*).

Mid-Level Product Designer at Vagaro 2021 - 2023

Lead designer on features for Vagaro's ecosystem of Customer and Merchant facing features on all platforms (web & mobile). Led key projects from initial research and planning, through ideation and prototypes to shipping user-focused features that drove utilization and increased revenue both for Vagaro and Vagaro's merchants.

CONTACT

Michael Palana

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(310) 384-5395

PORTFOLIO

michaelpalana.com/work

[LinkedIn](#)

EDUCATION

Bachelor of Business

Marketing,

California State University,
Stanislaus

SKILLS

Claude, Chat GPT Prompt
Engineering Enthusiast,
Figma Make, Webflow,
Adobe Illustrator,
Photoshop, Asana, Front
End CSS, Commercial
Graphic Designer, Brand
Identity

Mid-Level Designer Continued →

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- **House Call**

Shipped the House Call feature, with service radius controls and real-time driver and client notifications for mobile appointments. (Improved customer retention by ~18% among businesses offering mobile services during COVID.)

- *Adopted by ~40% of businesses since COVID, expanding into ~20,000 new bookings per month.*

- **Payment and Onboarding POS Experiences**

Led the design of first Vagaro's payment and POS onboarding experience, simplifying setup for businesses while ensuring compliance and scalability. Delivered intuitive flows that reduced friction for new merchants, accelerated time-to-first-transaction, and strengthened Vagaro's payments adoption across salons, spas, and med spas.

Product Designer / Front-End Web Designer at Vagaro

2017 - 2021

Designed feature initiatives that cover all aspects of Vagaro's robust feature set including but not limited to: customer booking flows (waitlist feature), merchant marketing features (text and email), e-commerce product- buying experiences, employee payroll flows, checkout and payment flows, reporting tools and more.

- **Vagaro Company Sales Pages**

Designed and managed all company sales pages, including branding, sign-up flows, and feature presentations—resulting in a ~32% increase in sign-ups and a more streamlined customer onboarding experience.

- **Automated Emails**

Designed all B2C, Vagaro to Business, Vagaro to customer, and vagaro to third part automated emails like appointment confirmations, checkout receipts, and automated business notifications for B2B and B2C users.

- **Branded App**

Designed and launched Vagaro's Branded App platform, enabling businesses to offer a fully white-labeled mobile experience for their clients. Adopted by 746 businesses since 2021, generating \$1.1M in direct revenue and creating a scalable, premium upsell channel for Vagaro.

MYKEY Creative Agency

2012 - 2017

Built and led a creative agency delivering end-to-end brand and digital solutions for clients ranging from \$1M to \$16M in annual revenue.

- Directed projects spanning brand strategy, marketing campaigns, graphic design, art direction, video production, and web design.
- Partnered with executives and marketing teams to elevate brand presence and drive measurable growth across diverse industries.

Contact

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Portfolio

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Skills

Figma, Sketch, Webflow,
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