

Ivie Borovatz

STAFF PRODUCT DESIGNER • HEALTHCARE SAAS

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Staff Product Designer with 20 years in design and nearly a decade in healthcare SaaS, specializing in complex clinical and billing workflows, AI-assisted features, and design systems. I led a Patient Demographics redesign that cut dead clicks about 61% per user, and partnered with engineering to move more than 12 development teams onto one Material 3 design system.

EXPERIENCE

AdvancedMD | UX Architect *Dec 2025 – Present*

- Shape how the whole product fits together, working directly with six development teams on scope, sequencing, and tradeoffs.
- Lead the design of a new platform that unifies practice management and the EHR, from the first MVP onward, giving front-desk staff, billers, and clinicians role-based workflows with the patient's context on every screen instead of two separate systems.
- Designed AI-assisted billing and collections features with review states and feedback, so staff check what the AI suggests before it acts; set shared AI patterns across clinical and billing teams and unified two teams' competing summary designs into one experience.
- Architected the move from a heavily customized Angular Material library to standard Material 3, with component rules, token-based theming, and accessibility requirements, removing a security risk and unblocking Angular upgrades for more than 12 development teams.
- Updated and documented every component in the Figma library, and built a Claude component library and a RAG-optimized research library, so designers prototype with production components and anyone can search years of customer research.

AdvancedMD | Senior Manager, User Experience *Jun 2022 – Dec 2025*

- Led UX across EHR, patient engagement, and telehealth; the telehealth team's Zoom integration won a Zoomie award.
- Managed four designers and hired two as a player-coach, mentoring from discovery through delivery; authored the UX1–UX6 career framework defining craft and ownership expectations at every level.
- Turned around a poorly received Patient Demographics release by researching with high-volume users; a year later, each user made about 61% fewer dead clicks and 18% fewer clicks, and spent about three fewer minutes a day on patient information.
- Defined success metrics with Product up front (flyout usage, time on task, and how often users switched back to the old screen) so redesigns were judged by real behavior; mapped end-to-end workflows such as charge-to-payment and denials with real users.

PatientPop / Tebra | Senior UX Researcher & Designer *Jan 2021 – May 2022*

- Led research and design for PatientPop Connect patient communications for practices from solo providers to eight-location groups; our web-to-text and IVR solutions, including a field-tested Auto Attendant that moves patient calls to text, raised text-message adoption about 40% among practices already on the texting package and about 20% overall.
- Replaced a support-heavy rollout with a three-step self-service activation flow, using each practice launch as research to find where setup broke down.

Morgan Stanley | Senior UX Designer, Morgan Stanley at Work *Jul 2019 – Jan 2021*

- Designed across Morgan Stanley at Work (Shareworks) and the Advanced-HR compensation suite, simplifying equity, compensation, and employee-data workflows for finance and HR users.
- Co-led discovery with venture capital firms that reframed a new private-markets product from cap-table storage to portfolio valuation and quarterly fund reporting.

AdvancedMD | Senior UX Designer *Nov 2016 – Jul 2019*

- Designed and researched clinical and practice-management workflows across the EHR/PM platform.

SKILLS

Experience Architecture • Workflow & Journey Mapping • UX Research • AI Feature Design • Design Systems (Material 3) • Accessibility / WCAG • Prototyping • Cross-Functional Partnership

Tools: Figma • Claude / Claude Code • Angular Material / Material 3 • Pendo • Aha! • Adobe Creative Cloud

EDUCATION & AWARDS

Utah Valley University — AAS, Graphic Design

Springboard — UX Design Workshop

EHR Innovation Award — MedTech Breakthrough Awards, 2018