Zahra Siddiquia

PRODUCT DESIGN LEAD

Read the room, challenge assumptions.

An experienced UI/UX design professional with a rich and varied **15 years** in design — most recently, Product Design Lead for leading health tech SaaS Florence where I led and **managed designers and UXRs**, alongside pioneering our **B2B and B2C UX strategy**. Some milestones include pioneering our **design system**, **UX research repository**, and managing **stakeholder management** across the board to deliver a successful and scalable product.

Contact

✉ zxhra.design@gmail.com

📞 07761998685

Portfolio

🎞 URL: zxhra.co.uk

Skills

- ■ Hiring, mentoring and training
- ■ Building organisational design maturity
- ■ Design team culture, ceremonies
- ■ IC strengths alongside management
- ■ Figma, Figjam, Notion, JIRA
- ■ Mixpanel, Looker
- ■ Facilitating design system ownership
- ■ User research incl. stakeholder reports
- ■ Usability & concept testing, rapport
- ■ User journeys, flows, workshops
- ■ Promoting iterative design, lean builds
- ■ Communicative, cross-org collaboration
- ■ WCAG compliance, accessibility
- ■ Industry awareness, competitor insights

Experience

Lead Product Designer
LONDON
FEB 2022 - MAR 2024

Florence
- Spearheaded the Florence product design initiative, with a strategic vision for long-term impact on the UK and global social care landscape
- Advocacy of end user and validating through research throughout stakeholder and technical conversations
- Built and led a high-caliber team of UI/UX professionals to drive design excellence, including introduction of a UXR role
- Defined and delivered a comprehensive design strategy spanning new global markets
- Guided the design initiative to mirror business quarterly objectives such as retention and upscaling for UK social care
- Initiated development of a new research-driven design system to streamline design hand-off and delivery, and ensure a consistently high standard
- Played a pivotal role in supporting the new NHS initiative, ensuring UX alignment with organisation's goals and objectives

Product UI/UX Designer
LONDON
MAR 2020 - FEB 2022

Evaluate Pharma
- Championed user-centricity for our data platform whilst addressing the needs of portfolio managers, data analysts, and consultants
- Led iterative design and testing cycles, fostering ongoing dialogue with tech leads, stakeholders, and board members for continuous improvement
- Designed and implemented a scalable custom design system, promoting consistency and efficiency in interface design
- Developed a versatile 'data space' toolkit, seamlessly integrating tabular and data visualisation functionalities to enhance the product's core
- Explored AI solutions to inspire innovation for the sake of evolving user preferences

UI/UX Designer
READING, BERKSHIRE
JAN 2019 - MAR 2020

ActiveOps Digital Ops Management
- Played a crucial role at ActiveOps in delivering streamlined solutions for the UI of a complex digital operations management software
- Pioneered the introduction of UI/UX processes within a technical environment, enhancing the overall user experience
- Conceptualized and implemented innovative approaches for data and tabular components, enhancing the functionality and usability of the product
- Demonstrated adaptability by addressing intricate design challenges through calculated and informed risk-taking
- Engaged extensively in application testing, ensuring the robustness and user-friendliness of the final product
- Exercised authority in company-wide discussions with stakeholders and technical architects, facilitating smooth implementation
- Held a pivotal role across the entire product cycle for the company's latest release, contributing significantly to its success within a remarkably short timeframe

UX Analyst
LONDON
MAR 2017 - DEC 2018

Freelance
From my experience in web design, I recognised a gap in the market so I:
- Focused on businesses with existing websites who were uncertain about their web design ROI
- Collaborated closely with clients individually to assess, analyze, and enhance their online strategies, spanning design, information architecture, SEO, and social media presence
- Leveraged insights to address key pain points, driving solutions that elevated conversion rates, bolstered customer retention, and fostered sustained online expansion

Web & Graphics Designer
LONDON
AUG 2009 - DEC 2018

Freelance
Started and managed my web design and branding company, serving clients in the UK and internationally, where I single-handedly:
- Closely worked with clients from initial concept and wireframes to fully functional websites, demonstrating proficiency in the end-to-end delivery of client vision including bug-fixing
- Leveraged industry best practices and emerging trends such as the then newly-emerging concept of mobile-responsive design
- Provided relevant tech support and ensured clients received customised solutions as/when needed
- Orchestrated all aspects of the business, from design and development to customer service and marketing
- Specialised in crafting tailored solutions for clients, with a focus on e-commerce and services
- Continuously expanded my skill set to include marketing content creation, SEO, social media strategies, e-commerce i.e. payment gateways, Stripe, SSL certificates, and end-to-end project management

Education

Fine Arts
LONDON   DEC 2015 - MAR 2016

Prince's School of Traditional Arts

Psychology, Business
LONDON   SEP 2008 - SEP 2009

City of Westminster College