



Zahra Siddiquia

PRODUCT DESIGN LEAD

Read the room, advocate, excel.

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

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Portfolio

🌐 URL: zxhra.co.uk

Skills

- 0-1 & SaaS product design and strategy
- Native iOS & Android mobile apps, web apps
- Building scalable organisational design maturity
- Hiring, mentoring, shaping design team culture
- Mixpanel, Looker and product usage analysis
- Facilitating design system creation and growth
- User research including repository, reports
- Usability & concept testing, remote / in-person
- User journeys, flows, collaborative workshops
- Running iterative design, lean builds and sprints
- Stakeholder management, org goal alignment
- WCAG compliance, accessibility
- Design methodologies, agile, shape-up
- Figma, Notion, JIRA etc.
- Front-end e.g. HTML, CSS, using GitHub



Experience

Florence **Lead Product Designer**

LONDON FEB 2022 – MAR 2024

- Spearheaded the Florence health tech product design initiative, with a **strategic vision** for long-term impact on the UK and global social care landscape
- **User advocacy** throughout stakeholder and/or technical discussions including through **research and testing**
- Shaped and **lead high-calibre team of UI/UX professionals** to drive Florence's design maturity including hiring of our pivotal UXR role
- Defined and delivered a **comprehensive design strategy** spanning new global markets
- Mirrored design focus with business objectives including retention and upscaling for UK social care
- Initiated development of a new **research-driven design system** 'Nightingale' to facilitate consistent design standards, efficiency and hand-off
- **Collaborated closely with tech leads** and across departments, stakeholder management
- Played a pivotal role in supporting the new **NHS initiative**, ensuring UX alignment with upcoming vision

Evaluate Pharma **Product UI/UX Designer**

LONDON MAR 2020 – FEB 2022

- 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
- Initiated the build of a **scalable design system**, promoting consistency and efficiency in design across our platform and even Tableau
- Developed a **versatile 'data space' toolkit**, seamlessly integrating tabular and data visualisation functionalities to enhance the product's core
- **Explored AI and ML solutions** to inspire innovation attuned to evolving user preferences

ActiveOps **UI/UX Designer**

READING, BERKSHIRE JAN 2019 – MAR 2020

- Played a crucial role designing streamlined solutions for complex digital operations management
- Pioneered the **introduction of UI/UX processes** within a heavily technical environment
- Close collaboration with BAs and engineers within an **agile framework**
- Conceptualised and implemented innovative UIs for **data and tabular components**
- Demonstrated adaptability by addressing intricate design challenges through calculated 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 in organisational success being instrumental throughout the **entire product cycle**

Freelance **UX Analyst**

LONDON MAR 2017 – DEC 2018

From my experience in web design, I recognised a gap in the market so I:

- Focused on **auditing SMEs with existing websites** who were uncertain about their web design ROI
- Collaborated closely with clients individually to **assess, analyse, and enhance online strategies** spanning design, information architecture, SEO and social media presence
- **Leveraged insights to address key pain points**, driving solutions that increased conversion rates and bolstered customer retention

Freelance **Website & Brand Designer**

LONDON AUG 2009 – DEC 2018

Managed my own web design and branding services for clients in the UK and globally, where I single-handedly:

- Worked closely with clients **from initial concept and wireframes to fully functional websites** (Joomla, Wordpress CMS) – demonstrating proficiency in the end-to-end delivery of client vision
- **End-to-end product** from domain set-up to launch, including front-end e.g. HTML, CSS and bug fixing
- Building **custom storefronts** whether static, e-Commerce, booking systems or otherwise
- Leveraged UI/UX best practices including the then **newly-emerging concept of 'mobile-responsive design'**
- **Tech support** ensuring clients were able to reach support or consult round-the-clock
- Orchestrated **all aspects of the business** from design and development to customer service and marketing
- Continuously **expanded skillset** to learn SEO, social media campaigns, payment gateways, SSL certificates etc.
- Created client **logos from draft concepts** through to finalised SVGs
- Developed **corporate brand identities** including brand guidelines and stationery



Education

Fine Arts **Prince's School of Traditional Arts**

LONDON DEC 2015 – MAR 2016

Psychology, Business **City of Westminster College**

LONDON SEP 2008 – SEP 2009