Zahra Siddiquia

Head of Design

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Profile

Head of Design at Nourish Care, directing product design across 10+ agile teams and a fast-growing product portfolio on a care records platform that nearly 400,000 care workers use every day. Over 15 years in design, most recently in regulated health, social care and pharmaceutical domains, building design teams and design systems from scratch at Nourish and Florence. I lead how my team works with AI, partner closely with product, engineering, clinical safety and senior leadership, and stay hands-on as a player-coach.

3 to 12	design team growth since 2024
15+	years in design, from freelance to Head of Design
10+	product teams whose design I direct
70-80%	first-pass quality on AI builds I championed early

Experience

Head of Design - Nourish Care — Sep 2024 - Present

Multi-product health tech platform for social care, used by ~399,000 care workers and supporting ~357,000 people.

- Direct product design across **10+ agile teams and a fast-growing product portfolio**, and set the **multi-product design strategy** to unify it into one experience through shared IA, navigation and Pulse, presenting design direction to the senior management team.
- Scaled the UX/Design team **from 3 to 12 in two years**, adding Leads, a Principal track and our first UX researcher, then **restructured the leadership layer** in 2026 with clear reporting lines and delegated ownership across the team.
- Hired at volume, reviewing ~470 applications, running ~100 interviews and making **10+ permanent hires**, and track growth against a competency framework I extended to the Principal track.
- Built the case and won executive buy-in for **Pulse, Nourish's first design system**, rolling it out across 10+ teams and three competing front-end stacks without a big-bang migration. In its first year it reached **733,000+ insertions** with a sub-0.5% detach rate on core components, returning an estimated **10-14% of design capacity**.
- Lead **AI adoption** across design and with engineering, piloting a build loop from Figma to shipped code with Claude and Figma MCP. AI-assisted components land at **70-80% first-pass quality**, against roughly 30% manually.
- Lead **three design-owned, platform-wide goals** (accessibility, AI workflows and platform voice), timed against regulatory milestones including CQC direct record access, on a WCAG 2.2 AA and EAA 2025 baseline.
- Own **Pulse Voice**, the platform's language and imagery standard, covering tone of voice, inclusive language, dignity and consent, and **standards for AI-generated content** that care workers read.
- Lead design on **high-stakes, regulated workflows** such as medication administration with our Clinical Safety Officer, backed by a cross-squad pattern library for decisions under clinical pressure.
- Own the **satisfaction measures** in the company impact framework, and design the programme behind them (NPS, CSAT and SUS through Pendo) in collaboration with the data team.

Lead Product Designer - Florence — Feb 2022 - Mar 2024

Fast-scaling health and social care staffing platform on mobile and web, connecting nurses and care workers with shifts.

- Joined as Florence's **first designer** and built its UX maturity, setting up a user-focused design process and standards for design and collaboration.
- Hired, led and developed a **multidisciplinary design team** of mixed seniorities, including a UX researcher, and made user research a core function.
- Built **Nightingale**, a cross-platform design system for mobile and web, with its own governance model (a component health-status tracker and a decision matrix for input components).
- Extended the UK social care UX into **France and Canada** as Florence launched there, and fed research into NHS-focused initiatives, including onboarding and compliance for NHS workers.

Product Designer - Evaluate Pharma Mar 2020 - Feb 2022

B2B market intelligence and data platform for the pharmaceutical industry.

- **Sole designer** on a complex re-platform of Evaluate's core pharmaceutical data offering, owning UX delivery and the information architecture with engineers and data analysts.
- Designed a **data visualisation framework and modular UI toolkit** across the product and its Tableau integrations, informed by a design and research sprint with customers.
- Introduced **agile design workflows** that reduced development time and cost, and explored early AI/ML and natural language concepts.

UI/UX Designer - ActiveOps Jan 2019 - Mar 2020

Designed workforce management software for remote and distributed teams.

Freelance Web and Brand Designer Aug 2009 - Dec 2018

Designed and built websites and brand identities for small businesses across a decade of independent practice.

Skills

Leadership: Design leadership, building and scaling design teams, hiring, career tracks and competency frameworks, design operations, design strategy, AI design standards and responsible adoption, executive stakeholder management

Craft: Design systems and governance, discovery, journey and flow mapping, information architecture, interaction design, prototyping, data visualisation, content design, accessibility (WCAG 2.2 AA, EAA 2025), AI-assisted design

Domain: Health and social care, clinical safety, regulated products, pharmaceutical data, B2B SaaS, international rollout

Tools: Figma, Figma Make, Figma MCP, Claude, Supernova, Storybook, GitHub

Education

Fine Arts - The Prince's School of Traditional Arts, London Dec 2015 - Mar 2016

Psychology and Business - City of Westminster College, London Sep 2008 - Sep 2009