# Siddiqah Islam

## Senior User Experience Designer

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## Work Experience

**Hitachi Solutions Europe Ltd (client: DHSC and NHS England) — Senior UX Designer · Contract via SDesignHer Ltd**

*September 2026 ~ present*

Employee and Manager Self-Service of the DHSC and NHS England HR transition: one manager-facing Power Platform app across two organisations on different HR systems (D365 and ESR, the NHS Electronic Staff Record), ahead of April 2027 go-live.

- Leading the design of manager self-service journeys in Figma for the People Portal Power Platform canvas app, giving DHSC and NHS England managers a single front door over two HR systems
- Designed the change of manager journey end to end: a multi-employee request that adapts by employee organisation, routes each person to HR approval or a direct ESR update, and tracks both under one reference, including edge cases such as future-dated changes and a moving manager's own reports
- Reviewed functional design and test scenarios with the development team, flagging gaps in multi-employee and HR approval coverage
- Worked with solution architects, business analysts and HR stakeholders from both organisations to resolve open decisions, such as approval routing and partial-failure handling, and agree harmonised designs for sign-off

**Version 1 — Senior Interaction Designer**

*Feb 2024 – September 2026 ~ 2.7 years*

***Department for Education — Targeted Retention Incentive Payments***

- Designed the end-to-end claims journey for a high-volume DfE service for further education teachers, covering claimants, providers and administrators: 3,526 claims submitted in the first month and £591K paid in the first payroll
- Reused established GOV.UK patterns and focused bespoke design on the parts of the service that needed it, meeting a fixed go-live date with a consistent user experience
- Created a design roadmap and capacity view with the content designer, making remaining work, dependencies and trade-offs visible, which gave the client a clearer basis for scope and prioritisation decisions as requirements changed

***UK Export Finance (UKEF) — GIFT project***

- Designed and prototyped complex financial data entry flows (reinsurance tables, accrual schedules, facility fees) for a

## Skills

**Design:** wireframing, sketching, low and high-fidelity prototyping, content design

**Prototyping tools:** Figma, Miro, GOV.UK Prototype Kit, Lucid, HTML/CSS, Power Platform (canvas apps)

**AI tools:** Cursor (AI-assisted prototyping), Claude

**UX Methods:** user research, user journeys, affinity mapping, experience mapping, usability testing, agile/Scrum, service design, content design

**Accessibility:** WCAG 2.1 AA, GDS service standards, inclusive design

**Languages:** English, Bengali

**Interpersonal:** communication, facilitation, stakeholder management, reliability, openness to feedback, active listening, teamwork

## Education

**Brunel University London**
Sociology BSc

## About

Interaction designer with 6+ years of experience across MoJ, DfE, and UKEF. I'm at my best in the messy middle of a service, turning complex policy requirements into clear, accessible user journeys. Specialist in GDS-compliant interaction design, complex financial data flows, and AI-assisted prototyping for contract roles outside IR35.

GDS-compliant internal service, using realistic mock data for user testing
- Iterated designs across sprints using research insights; UKEF users reported fewer data entry mistakes in later rounds
- Led the early-stage build of a UKEF design system using AI-assisted tools, establishing the information architecture and standardising GDS components

***Department for Education — National Professional Qualifications (NPQ)***

- Owned the funding-eligibility strand of NPQ discovery end to end, working with a performance analyst to pinpoint where teachers dropped out of registration (around 70% bounce and exit on the course and provider choice page)
- Ran how might we and assumption-mapping workshops with UCD and policy, producing three eligibility concepts and ruling out the highest-risk design before build
- Took two policy-reviewed hypotheses into prototyping and research; analytics showing ~72% of users carried on after an ineligible result kept the design from focusing only on drop-off

***Version 1 — practice contributions***

- Contributed UX rationale and interaction design evidence to a successful bid for a long-form DfE procurement
- Shared retrospective learnings from a high-pressure project with the wider design community, recommending deeper stakeholder discovery, earlier developer involvement and more inclusive decision-making
- Championed Cursor as a prototyping tool, showing how AI-assisted code generation speeds up prototype builds and cuts repetitive development work

### ***Ministry of Justice (MoJ)*** — Interaction Designer

*Nov 2020 – Feb 2024 ~3 years*

***UCD Design Maturity working group — Justice Digital***

- Contributed to the UCD Maturity working group, helping to establish a shared language and practice around design quality across Justice Digital
- Led a community of practice session on design debt, covering the three types (UX, visual, and operational), how it accumulates during agile delivery, its symptoms and long-term risks, and practical strategies for recognising and managing it
- Introduced frameworks for tracking and prioritising design debt, including maintaining a UX/design debt backlog and mapping debt impact against user journeys

***Non-standard Crime Claims — Legal Aid Agency***

- Designed and iterated prototypes across alpha for the CRM7 service, used by senior caseworkers to assess non-standard legal aid fee claims
- Conducted hypothesis-driven design, testing riskiest assumptions with both legal aid providers and senior caseworkers to validate design direction and prioritise pain points

- Synthesised research findings from multiple user groups to identify recurring themes, including incoherent evidence uploads and excessive manual workarounds, translating these into prioritised UI and content design recommendations to support a confident move into Beta
- Championed accessibility in design by using Axe for Designers to audit Figma prototypes against WCAG 2.1 AA standards, identifying and resolving issues such as touch target sizes before handoff to developers

***Request a Solicitor (RAS) — Legal Aid Agency***

- Designed a GDS-compliant digital service to streamline the process of assigning a Duty Solicitor to detainees at police stations, working across multiple user groups including custody sergeants, detention officers, and duty solicitors
- Mapped end-to-end service flows across a complex multi-user journey, producing updated screen flows after every design iteration to communicate how pages and components connected
- Ran 9 internal design reviews using the MoJ crit feedback style in Miro, presenting weekly iterations to PMs, delivery managers and user researchers and capturing structured feedback to drive design decisions
- Participated in user research at a custody suite, translating findings directly into prototype iterations tested across two rounds of usability testing
- Trialled the MoJ Form Builder as a new tooling recommendation from the Discovery Service Assessment, documenting constraints and feeding findings back to the wider team

***Gradprentice — UX Designer***

*Oct 2019 – Nov 2020 ~1 year*

- Led an e-commerce project using the design sprint method to gather first-hand feedback directly from users
- Conducted stakeholder interviews with the CEO and manager to understand and align on business requirements
- Produced journey maps and wireframes to communicate design concepts across the team