Job Description

Senior UI/UX Designer (Web & Product Experience)

Employment Type

Full-time

Location

Remote

Overview

We are seeking a **senior, highly experienced UI/UX designer** to lead the transformation of a digital healthcare platform's website and core web experiences into a **polished, modern, conversion-optimized, and trust-driven product** that meets and exceeds industry standards.

This role requires **senior-to-principal level product thinking**, exceptional craft, and the ability to collaborate directly with leadership. The designer will operate comfortably in ambiguity, translating **complex business, clinical, and product requirements** into **clear, intuitive, and scalable user experiences**.

The ideal candidate thinks like a **product owner**, not just a designer, and can confidently benchmark against competitors, identify gaps, and elevate the platform to a best-in-class healthcare experience.

Key Responsibilities

Strategic Ownership & Discovery

- Lead the **end-to-end UX/UI revamp** of the website and critical user journeys (mobile-first and web)
- Evaluate and benchmark competitor healthcare platforms to identify UX, conversion, and trust gaps
- Partner closely with leadership to align design strategy with business goals and long-term platform vision
- Define information architecture, navigation models, and content hierarchy for complex healthcare workflows

Design & Execution Excellence

- Translate complex **clinical, product, and business requirements** into elegant UX solutions

- Design **clean, modern, and conversion-optimized interfaces** balancing usability, trust, accessibility, and performance
- Create **high-fidelity designs, interaction flows, prototypes, and scalable design systems**
- Apply brand principles consistently while maintaining clarity, accessibility, and usability
- Think holistically about **user intent, behavior, edge cases, and emotional context**, not just screens

Collaboration & Leadership

- Collaborate directly with **executive leadership, product, engineering, and marketing** teams
- Proactively ask the right questions, **challenge assumptions**, and propose better solutions
- Clearly articulate design rationale, trade-offs, and decisions to both technical and non-technical stakeholders
- Work effectively with distributed and offshore engineering teams to ensure design fidelity

Design Systems & Handoff

- Build and maintain **scalable, production-ready design systems** (components, variants, tokens)
- Ensure long-term consistency, scalability, and maintainability of design decisions
- Produce **developer-ready specifications** using Figma Dev Mode / Inspect for accurate implementation
- Design with awareness of frontend constraints, responsiveness, and performance implications

Optimization, Analytics & Accessibility

- Design experiences informed by **user behavior, analytics, and conversion data**
- Optimize funnels, landing pages, and high-intent flows for clarity and trust
- Apply **accessibility best practices (WCAG)** including contrast, keyboard navigation, and inclusive design
- Ensure error states, empty states, and system feedback are clear, safe, and user-friendly

Required Qualifications

- **7+ years** of senior-level UI/UX experience with a strong portfolio showcasing web and product design excellence
- Proven experience leading **website or platform revamps** for consumer-facing products
- Exceptional **visual design, UX, and interaction design** skills
- Strong **analytical and product-thinking mindset**
- Proven ability to turn **ambiguous, high-level requirements** into clear, actionable designs
- Excellent communication skills and confidence working directly with leadership

- High ownership mindset with minimal need for hand-holding
- Experience designing in **regulated or high-trust domains** (healthcare, MedTech, fintech, SaaS)
- Deep expertise in **Figma** (components, design systems, collaboration workflows)

Technical & Industry-Standard Skills (Critical for Success)

- Design-to-engineering handoff and dev-ready documentation
- Scalable design systems and component governance
- Information architecture for complex platforms
- Accessibility-first UX (WCAG standards)
- Conversion optimization and funnel-driven UX
- UX analytics literacy (drop-offs, funnels, behavior insights)
- Strong understanding of trust-building UX patterns in healthcare
- Frontend-aware design (without requiring coding)

What We're Specifically Looking For

- A designer who **thinks like a product owner**, not just a visual executor
- Someone comfortable operating in **leadership-level discussions**
- Ability to balance **business goals, clinical constraints, and user psychology**
- Strong intuition for **conversion, clarity, and trust**
- Extremely high standards for **craft, polish, and detail**

Nice to Have

- Experience in healthcare, telemedicine, or MedTech platforms
- Experience collaborating with offshore or distributed engineering teams
- Familiarity with UX writing and content strategy for healthcare

What Success Looks Like

- A healthcare platform website that **meets or exceeds top competitors**
- Clear, intuitive, and trustworthy user journeys with improved conversion
- Strong alignment between leadership vision, design strategy, and engineering execution
- A scalable UX foundation that supports long-term product growth