ZAYAAN

Healthcare Website Designer & Patient Conversion Specialist

Healthcare UX/UI | Patient Journey | Trust Architecture | Conversion Optimization | Website Design & Development
Remote / Available Globally | zayaan@zayaanstudio.pro | +977 9714452040 | zayaanstudio.pro

SUMMARY

I design and build healthcare websites that help patients understand a clinic's services, trust the practice, and take the next step toward booking.

My work combines healthcare UX, patient journey mapping, information architecture, trust-focused design, conversion thinking, and responsive website development — making clinic websites clearer, calmer, easier to navigate, and easier for patients to act on.

CORE EXPERTISE

Healthcare UX & UI: Patient journey mapping, information architecture, interaction design, mobile-first UX

Patient Conversion: Conversion optimization, booking-funnel optimization, friction analysis, progressive disclosure UX

Healthcare Trust: Clinical trust architecture, anxiety-reduction design, patient psychology, clinic comparison behavior

Website Execution: Healthcare website design, responsive development, mobile-first implementation, deployment, troubleshooting

PROFESSIONAL EXPERIENCE

Independent Healthcare UX & Conversion Consultant

Zayaan Studio | Global / Remote | 2024 – Present

- Design and build patient-focused websites for private healthcare practices across dental, aesthetic, dermatology, and related healthcare sectors.
- Improve clinic websites by identifying patient confusion, trust gaps, navigation problems, and booking friction.
- Map patient journeys from initial discovery through treatment research and consultation booking.
- Structure healthcare information so patients can understand services, treatments, practitioner credentials, and next steps more easily.
- Design responsive, mobile-first interfaces for patients who discover and compare clinics primarily through digital channels.
- Translate UX strategy into practical website designs, responsive implementations, and production-ready deployments.
- Apply conversion-focused thinking to booking journeys, treatment pages, contact flows, and consultation pathways.
- Handle website implementation, deployment, and troubleshooting alongside UX and design work.

SELECTED STRATEGIC HEALTHCARE WORK

Healthcare Trust Architecture — Medical Aesthetics

Kuala Lumpur, Malaysia

Designed a patient acquisition and trust architecture focused on treatment discovery, clinical credibility, patient discretion, and the transition from social-media attention to consultation.

Focus: Patient psychology, trust architecture, information architecture, consultation journey

Outcome: 5.8% inbound inquiry conversion rate within the reported 90-day measurement period.

Cosmetic Dermatology Consultation Experience

New Delhi / Mumbai, India

Structured complex laser and anti-aging treatment information into clearer progressive-disclosure journeys designed to support patient understanding and consultation decisions.

Focus: Treatment discovery, progressive disclosure, clinical trust, information architecture

Outcome: 6.2% web conversion rate from targeted local traffic.

Implant & Restorative Dental Booking Experience

Brisbane, Australia

Reworked the mobile-first booking journey and local-intent routing for restorative dental patients, with emphasis on reducing confusion and simplifying the path to digital appointment completion.

Focus: Booking UX, mobile-first design, local discovery, patient journey

Outcome: +45% completed digital bookings.

Anxiety-Reduction Dental UX

Brisbane, Australia

Designed a calmer digital experience for patients experiencing dental anxiety, using reduced visual pressure, clear emergency pathways, and a more reassuring information hierarchy.

Focus: Anxiety-reduction UX, calm healthcare design, trust, information hierarchy

Outcome: Bounce rate reduced from 45% to 14%.

SELECTED WEBSITE BUILDS

A selection of healthcare websites designed, built, and deployed to demonstrate practical UX, responsive implementation, and patient-focused website execution.

Halden Aesthetics — Doctor-Led Dermatology & Skin Care

A patient-focused dermatology website designed around clinical credibility, treatment discovery, and a clearer path to consultation. Designed, built, and deployed.

Prana Dental Studio — Calm, Honest Dentistry

A calm dental website focused on approachable care, clearer treatment information, and reducing friction before booking. Designed, built, and deployed.

Mehra Clinic — Trusted Family Medicine

A responsive healthcare website built to make essential information easier to understand while creating a clear path from discovery to consultation. Designed, built, and deployed.

TECHNICAL & IMPLEMENTATION CAPABILITY

UX & Design: Healthcare UX/UI, information architecture, patient journey mapping, high-fidelity wireframing, responsive design systems, interactive component design

Research & Optimization: Patient journey analysis, drop-off and friction analysis, conversion analysis, usability testing, clinic comparison behavior research

Development & Implementation: Responsive website development, mobile-first implementation, Framer, responsive grid systems, SEO-aware page structuring, website deployment, troubleshooting, WCAG accessibility

Tools: Figma, Miro, Framer, Maze

WORKING APPROACH

Diagnose → Structure → Design → Build → Deploy. Connects healthcare UX strategy with practical website execution — from understanding patient friction and structuring information to designing, building, testing, and deploying the final digital experience.

EDUCATION

Advanced Independent Specialization

Healthcare UX, conversion-focused design, patient psychology, healthcare digital interaction systems. Focused independent specialization in healthcare UX, conversion-focused design, cognitive psychology, and digital interaction systems.

PORTFOLIO & CONTACT

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