

John Rice

Product Design Lead — 0 → 1 & New Products

john@johnrice.com · (206) 390-0746 · johnrice.com · linkedin.com/in/johnrice · Seattle, WA

I work where the problem isn't defined yet. Twenty-five years across print, agency, console, search and now a company of my own — most of it spent turning ambiguous ideas into something a team can agree on and ship. I decide what should be built and why, build the case for it, and carry it through implementation.

EXPERIENCE

Co-founder & Product Design Lead — The Barber Game

Dec 2024 – Present

Trust and matching platform for professional barbers. Co-founded with two partners.

- Own product discovery, research, experience strategy and design for a company that began with an idea and no specification, product or problem definition.
- Redirected the product from scheduling to verified capability after customer research — a reframe that became the product architecture and opened an underserved market segment competitors can't address.
- Designed the trust model end to end: capability states, per-capability ratings, and an in-person verification loop that can't be self-asserted or purchased.
- Translated research into product principles, priorities and a sequenced roadmap; the constraint is deciding what must exist first, not generating options.
- Work directly with backend and front-end engineers from Figma through implementation, release and iteration.

Principal, Product Design — JCRICE Design LLC

Oct 2021 – Present

Independent practice. Product definition, UX, and front-end for client teams.

- Contract and fractional design work: product definition, interaction and visual design, design systems, brand and production front-end.
- Build and ship production front-end directly using AI-assisted, agent-driven development workflows (VS Code, Git).
- Relay — self-directed product brief and working prototype: a phone used as a live remote control for editing a website in real time.

Senior Staff UX Designer — Mozilla

Jan 2022 – Sep 2023

Remote. Joined as a contractor covering a manager's leave and inherited the team; converted to full-time Senior Staff in three months.

- Lead IC designer on a new, category-defining browser project — greenfield work with no established patterns or requirements document.
- Delivered production-ready specs and followed the work through implementation, release and post-release.
- Ran evaluative usability tests and rapid iterative research on design prototypes.
- Mentored designers, ran collaborative design sessions and Staff Designer meetups, and presented to leadership, stakeholders and peers.

Senior UX Designer → UX Designer — Microsoft

Feb 2011 – Apr 2020

Bing — Maps & Local; Growth & Engagement (2016–2020)

- Lead designer on the Bing Maps desktop experience; identified the failures of the previous model, rebuilt the framework, and validated with A/B testing.
- Established quality and consistency metrics, and a new framework enabling contextual local surfaces — trending content, events and neighborhoods.
- Growth & Engagement: global action framework, customizable sharing entities, immersive shares, and Bing Fun — a 12-game destination.

Xbox (2011–2016)

- Lead Interaction Designer on the Xbox App for Windows 10 — an in-box app including Game DVR video editing, Game Bar and Game Streaming.
- UX Designer on SmartGlass, the Xbox companion app shipped across iOS, Android and Windows phones and tablets.

- Redesigned My Games & Apps and designed the initial Xbox Clubs experience for Xbox One.
- Authored the 10-foot UI guidance for Universal Windows Apps.

EARLIER

Microsoft, Strategic Prototyping — Product Designer. Future-vision work under Craig Mundie: projected interactive room surfaces, object-recognition displays, and touring technology demos.	2009–2010
School of Visual Concepts — Lead Instructor. Created and taught "Making the Move from Print to Web," a course helping print designers transition to interactive work. Invited back for two years.	2008–2010
Publicis of the West — Senior Interactive Art Director. T-Mobile concept stores and myFaves. Created the "Colors of Life" palette and a custom typeface adopted into T-Mobile's identity; work submitted to Cannes Lions 2008.	2007–2008
Draft FCB — Interactive Art Director. HP PurchasEdge B2B campaign; art direction, 3D animation and motion graphics.	2008–2009
Untoil Software Group — Creative Director. WorkBright, a SaaS inventory product: feature definition, wireframes, use cases, brand, and hand-coded XHTML/CSS/JavaScript against a live application.	2006–2007
Classmates.com · Artefact Group · Lawgistix — Interactive Art Director / UX Designer / Senior Web Designer. Growth and retention design, research, and standards-compliant front-end.	2006–2010
V Design Inc. (Nintendo of America) — Designer → Senior Designer → Design Manager. Nintendo Power editorial and official strategy guides: 8–12 titles a year at 96–200+ pages, from pre-release play through prepress and delivery. Managed teams of 2–5.	2000–2006
The Rocket Magazine — Ad Design Manager → Assistant Art Director. Editorial production, cover development, and commissioning illustration for a bi-weekly music magazine.	1997–2000

CAPABILITIES

PRACTICE	Product definition & discovery · Research synthesis · Evaluative & rapid iterative usability testing · A/B experimentation · Interaction & visual design · Prototyping · Production-ready specs · Design systems · Content design · Facilitation & stakeholder alignment · Storytelling and presentation · Illustration and drawing
FORM FACTORS	Responsive web · Mobile (iOS, Android, Windows) · 10-foot / console UI · In-box desktop applications · Retail kiosk & in-store interactive · Projected and ambient interfaces · Eye-gaze systems · Print, at book and magazine scale
TOOLS	Figma · FigJam · Adobe Creative Suite · Sketch · Keynote · HTML / CSS / JavaScript · Git · Cinema 4D

EDUCATION & RECOGNITION

Seattle Central College — A.A., Advertising & Illustration	1st Place , Startup Weekend B2B, 2014
North Seattle College — A.A., Liberal Arts	Cannes Lions 2008 — T-Mobile concept store work submitted by Publicis