Chuck Rice MANCHESTER, UK

Staff Product Designer

I work at the intersection of design, code, and product strategy
to craft holistic products that emotionally land *just* right.

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+600%

hero click-through rate (CTR), new page against old (2.9M views a month)

PORTSWIGGER

Upper six figures

annualised uplift from one CTA colour experiment, run through the design system

MOONPIG

Over half the company

enabled to deliver a strategic public beta for Burp AT, our agentic AI offering, across many teams and surfaces

PORTSWIGGER

5x

reduction in help requests on the design system, after investing in component health and guiding principles across 5,000+ codebase usages

MOONPIG

100% accessible

every component in the design system meets WCAG 2.1 AA

MOONPIG

0 errors

on a major front-end library upgrade with breaking changes, plus an enablement session I ran so 20+ engineers could adapt

RESIDENTLY

EXPERIENCE

PortSwigger Jan 2026 – Present

Product Designer, staff/principal scope · Cybersecurity software, Burp Suite, Flat organisation

- Hero click-through up 600% and holding, on a new homepage with 2.9M views a month, which I designed and built in Astro.
- 26% of visitors now open roles, after I rebuilt the careers site in Astro with the company's co-owner, who led people and culture. No harm to heartbeat metrics.
- Download-intent conversion up from about 60% to about 80%, with sales steady, by merging two product downloads into one journey. Designed in Figma, built with an engineer.
- Enabled more than half the company to deliver a strategic public beta for Burp AT, our agentic AI offering, with the mapping and enablement that let many teams find their part. I designed one pivotal touchpoint: the log-in and opt-in step that stops you in the journey before you receive credits. 10,000 customers received the free AI-credit pack.
- Key part in taking Burp AT paid subscriptions to market, live since November 2026. I aligned product managers, commercial owners and VPs on pricing and packaging so the journey was cohesive, set the go-live guardrails, tested with support teams as close proxies for customers, and track conversion in PostHog through MCP.
- Seven recreatable AI design plays now help colleagues drive discovery and reduce risk by prototyping, with skills, GitHub repos and Lovable templates. Three product colleagues used them directly to bring clarity to their own work and show it to others, and two more praised the clarity one play gave a messy cross-team piece now in action.

Moonpig Aug 2023 – Dec 2025

Senior Product Designer, Design Systems & Developer Experience · E-commerce, 2 brands, 3 surfaces, 5 themes, React

- Upper six-figure annualised uplift from one CTA colour change, tested across every brand and platform with research and A/B tests.

- Internal support requests down from several a day to a couple a week, by aligning the 33 of 37 components that cover 99% of 5,000+ codebase usages.
- 100% WCAG 2.1 AA across the design system, reached by framing accessibility as an OKR for leadership.
- Designer confidence up 23.5 points after UI craft workshops on colour, type and style, and craft became a department-wide focus.

Anima Health Mar 2023 – Jul 2023

Founding Product Designer (Lead) · Healthtech, Y Combinator

- Key B2B deals closed on mobile workflows co-designed with clinical engineers, and clinician complaints fell after rebuilding request flows.
- Introduced a token-based design system so features could ship quickly with reusable UI.

Jaguar Land Rover Jan 2023 – Mar 2023

Senior Product Designer · Automotive finance, dealer credit matching

- Protected a bottom-line revenue target, and two weeks of potential revenue, by identifying multiple stakeholders and aligning them on one solution to a blocked go-live.

Residently Nov 2020 – Nov 2022

Staff UX Designer, earlier Technical Lead · PropTech, React, React Native, Storybook

- A 100+ component design system across Figma, React and Storybook that unblocked a critical release, still powers the product, and was adopted by engineers beyond my team.
- Led ten people on a greenfield platform as Technical Lead, line-managed four engineers, and later coached two designers towards senior roles.
- Zero conflicts or runtime issues on the first run of the MUI v4 to v5 major upgrade I led, about 300 files and 200 components, after three weeks of work while colleagues kept shipping features.

EARLIER CAREER

The Co-operative Bank Feb 2020 – Oct 2020 Senior UX Designer · Banking

- 33% faster than planned: moved about 200 pages of smile.co.uk to a new CMS, to WCAG 2.1 AA, with 40+ stakeholders.

thestartupfactory.tech Jan 2017 – Jan 2020 Head of Design · Startup incubator

- Five pre-seed teams went on to win investment. I designed 11 startup MVPs with Design Sprints and Lean UX, and built front ends in React across several.

Cake Solutions (now Disney Streaming) Sep 2014 – Mar 2017 DevOps Lead, Full Stack Engineer · Consultancy, media and streaming clients

- Built self-healing AWS infrastructure, video pipelines and a Swift iOS app with CI/CD at the cutting edge of engineering, and championed UX with internal talks on the cost of poor usability.

SELECTED WORK	The system that could. How I aligned Figma, Storybook and code so twenty engineers could ship faster, with the numbers and what I would change. chuckwired labs. Interactive experiments with written design rationale: a WebGL ocean, a screensaver in two draw calls, a 404 that is also a game.
SKILLS	Product design, design systems and design tokens, prototyping, research and A/B testing, Figma; WCAG 2.1 AA accessibility; TypeScript, React, Astro, Storybook; AI-assisted development with Claude.
WRITING	90+ articles on Medium with 500k+ views, serially featured in UX Collective.
EDUCATION	MSc Human–Computer Interaction, University of Nottingham, Distinction. BSc Computer Science, Keele University, 2:1.