

# Liam Rice

Senior Product Designer building revenue-generating products and scalable platforms. I use AI across the design process, from shaping problem spaces and surfacing edge cases to prototyping in code and shipping production-ready UI. I take ideas from ambiguity through to delivery across web and mobile.

## Experience

### Equals Money / Senior Product Designer

JUN 2023 – PRESENT

- Led a full redesign across web and mobile, shaped by rapid customer interviews and validation. Replaced fragmented legacy journeys with a more cohesive and scalable platform, while supporting white-label enablement that contributed to over 30% of company revenue.
- Used Claude to frame problem spaces, draft lightweight requirements, and surface edge cases. Also introduced AI workflows that helped keep design system documentation aligned and sped up delivery.
- Led the end-to-end design and beta rollout of Batch Payments, reducing validation failures by 64%, saving customers 6 hours on batch internal transfers, and enabling £12.6m in transaction volume across 13,000+ payments.
- Built prototypes in Cursor and Claude Code to test flows and interaction patterns, working closely with engineers to shape what moved into production.
- Evolved the design system across web and mobile in Figma, creating production-ready components with full state coverage. Authored documentation, improved QA workflows, and made the system reusable for external teams.
- Shipped production UI using AI-assisted workflows, raising PRs and merging changes. Also mentored a designer and improved team research and review processes.

### TCS Interactive (W12 Studios) / Product Designer

JAN 2023 – JUN 2023

- Designed core mobile banking journeys across payments, balances, and account management, translating complex requirements into clear and scalable experiences.
- Worked across discovery, journey mapping, information architecture, and high-fidelity design to simplify key flows and improve clarity.
- Contributed to a full brand refresh, delivering production-ready work at agency pace while maintaining accessibility and consistency.

### Currys / Product Designer

NOV 2021 – JAN 2023

- Owned optimisation across the iD Mobile website, improving key journeys and contributing to a 20% year-on-year increase in SIM upgrades.
- Worked cross-functionally to balance customer needs with commercial and technical constraints.

### ID Medical / Digital Designer

JUL 2019 – NOV 2021

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## Education

### DMU / MA Digital Design

2017 – 2021

Distinction

## Skills & Tools

### Product & Strategy

Product strategy · Opportunity framing · Information architecture · Journey design · Research and validation

### Systems & Craft

Design systems · Interaction design · Visual systems · Accessibility

### Engineering and AI

AI-assisted design · Engineering workflows · Prototyping in code · Shipping UI to production · GitHub · HTML · CSS

### Tools

Figma · Framer · Maze · Cursor · Claude Code · Adobe Creative Suite