

John C. Rice

I've been a designer in some capacity for over 15 years. I love to create, dismantle and re-imagine. Every project I work on starts with questions and uncertainty, and the journey with partners helps uncover the unique value we can bring to people's lives through technology.

Bing | Senior UX Designer

At Bing I'm working with the Growth and Engagement team. Some of the projects have included the global action framework, sharing entry points, optimizing shared content to drive CTR, a games destination with 12 unique games and many more. Working with partner teams to develop features, test them with research and learn and improve flight by flight has been a great learning experience.

Xbox | UX Designer

For my 5 years at Xbox I had the opportunity to work as an Interaction Designer on SmartGlass: an Xbox companion app launched on iOS, Android and Windows phones and tablets. Including deriving new features and expanding existing ones. It was fantastic to work on competitor platforms and bring the brand to them. I was also the Lead Interaction Designer on the Xbox App. The Xbox App was and is an in-box app on Windows 10 and including exciting features I helped develop: Game DVR, Game Bar and Game Streaming. After the Xbox App I worked on the Xbox One console. I've worked on designing My Games & Apps, Xbox Clubs and also UWA (Universal Windows Apps), designing the 10-foot guidance for Windows apps.

Strategic Prototyping Group | Product Designer

I joined the Strategic Prototyping group at Microsoft to help design new interactive experiences in Microsoft's Home of the Future. Strategic Prototyping works directly under Craig Mundie in creating futuristic visions and demos of emerging and future technology. Some of the work included creating; an interactive Teen Room wallpaper that was projected on to the walls of the room; a Room Divider that showcases photography after an object is recognized; design and motion graphics for a Big Science tech demo that toured US universities. Principal responsibilities included research, design, motion graphics, animation and production build to support development.

Freelance Work | Owner

In addition to contract positions I also take on freelance opportunities. Projects included work for Artefact, Classmates.com, motion graphics for TV spots for the City of Seattle, Precision Nanoparticles website identity and design, Boston Field & Focus website design and build, an interactive video gallery for Confirma, work on Memorex mico-sites and more.

Publicis | Interactive Art Director

I was hired on at Publicis to help improve content for the T-Mobile concept stores. I collaborated with the Creative Director on all phases of this time-sensitive project, from initial concepts to final approval. Final deliverables included heavy emphasis on hand-drawn illustration in Flash, 3D motion graphics and illustration. The project drew praise from T-Mobile and Publicis was so impressed with the finished work it was submitted to Cannes Lions 2008.

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Instructor at the School of Visual Concepts

I was asked to teach the 5-week course "Making the move from print to web" for the School of Visual Concepts in Seattle. The course was designed to help traditional print designers transition into interactive work. Larry Asher thought I would be a good candidate because I made that transition myself. I created a curriculum and designed a supporting website. The course walked students through the interactive process and ended with creating a simple portfolio website.

Untoil Software Group

Untoil Software Group is a start-up venture to create an online application called WorkBright for managing manufacturing and small business. My job as the Creative Director was to assist in the feature set and UI design, initial design comps, wireframes, use-case scenarios and the general look and feel of the application. I worked directly with the Director of Software Development in implementing the design using javascript, XHTML, CSS, and AJAX using the Prototype library. I was also in charge of developing the brand and identity, developing the sales site and supporting the SEO/SEM efforts.

Lawgistix LLC | Senior Web Designer

I left V Design to focus more on web design and development. Lawgistix LLC was an offline debt management system to help people avoid bankruptcy. When I joined I worked with database designers in developing an online, subscriber system for debt management. It included educating consumers, managing their debt, viewing offers for settlement. I also helped develop the sales site that supported this effort. Technical skills involved were hand-coding standards-compliant XHTML, CSS, javascript, helping manage SEO/SEM efforts, as well as writing and editing content when required.

Nintendo of America | V-Design

Working at V-Design I wrote and designed game strategy for Nintendo Power magazine and their associated official strategy guides. This included creating maps, screenshots and movies of games that were often times not finished and giving me the distinction of having completed The Legend of Zelda: Majora's Mask three times to 100%.

Seattle Rocket | Assistant Art Director

I've been a designer in one capacity or another for over 15 years. Starting with print design doing everything from identity systems, menu designs, newspaper, magazine and book design. I was lucky enough to work at Seattle's now-defunct Rocket magazine.

Skills & Tools

- Excellent communication skills
- Experience leading brainstorming and idea generation
- Drawing (nothing beats drawing for creating ideas!)
- Current Adobe Suite CC
- Current Office Suite
- Sketch & Principle
- XHTML/CSS
- 3D Modeling & Animation (C4D)