

Rachel Wallis

PRODUCT DESIGNER
WHO BUILDS

CONTACT

PHONE

+44 7526 54 9897

EMAIL

rachel@rachel-wallis.com

LOCATION

UK, remote

PORTFOLIO

rachel-wallis.com

LINKEDIN

linkedin.com/in/rachel-wallis

GITHUB

github.com/RachelWallis

SKILLS

Strategy / planning

Product direction, roadmaps, aligning design to business goals, analytics.

Research

Frameworks, interviews, usability testing, journeys, workshops, card sorting, A/B testing.

Design

Product UI, wireframing, prototyping, Figma, design systems, tokens, email, forms, data visualisation.

Engineering

HTML, CSS/SCSS, JavaScript, React, Next.js, Storybook, Git, Agile, Jira.

Leadership

Leading and mentoring designers, pairing with engineering.

In production

Accessibility, WCAG, performance, maintainable UI, debugging what shipped.

AI

Faster in design and code, and knowing when it helps versus when it wastes tokens.

PROFILE

Design engineer and product designer. I discover a solution worth building, then take complex product problems from early prototypes through to commercial-grade delivery: accessible, resilient, and clean for the next developer.

EXPERIENCE

Senior UX Designer

Mar 2026 – now

Housemark · housemark.co.uk

Solo designer on the member product for UK social housing: benchmarking, dashboards, and self-serve insight.

- Research with housing staff and tenants, and strategy with product managers.
- Design system in Figma and in code (Storybook); I ship UI, not only files.
- Brand and marketing work sits beside the product work.

Senior UX Designer

Aug 2025 – Mar 2026

Cytiva · cytivalifesciences.com

Contract role, via an agency, on internal lab and biomanufacturing software in a regulated environment.

- Launched a new user research platform.
- Started a design system so the internal tools could share a language.
- Research and accessibility in a validated process, not a marketing site.

Co-Owner/Design Engineer

Jul 2024 – Aug 2025

Dot Studio · dotstudio.uk

Freelance design systems and websites, designed and built.

- Shipped a tokenised component system in Figma and Storybook, then used it to build the studio site.
- Designed and developed client sites end to end (not a handoff).

Senior UX Product Designer

Mar 2024 – Jul 2024

Checkatrade · checkatrade.com

Led UI for B2B partnerships, jointly setting research objectives with the product manager and engineering lead.

- Checkatrade x Heatable quote-and-book journey: 25% less drop-off in the brand transition, 15% more bookings. Shipped with engineering.
- UX redesign of the B2B Guided Sales Flow in Salesforce: 30% fewer user errors.
- UI for the trade app proof of concept.
- Researched guarantee monetisation and stopped it before the company invested in a non-viable product.
- Alternative for site Service Charge: clearer pricing, 20% better satisfaction.

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SELECTED TOOLS

Figma, FigJam, tokens, prototyping, VS Code, Cursor, GitHub, Next.js, React, Storybook, Sass, Tailwind, Vercel, UserTesting, Jira, Analytics.

ALSO

Portfolio

Case studies and writing at rachel-wallis.com

EXPERIENCE, CONTINUED

Senior Product Designer, promoted from Product Designer

Dec 2021 – Mar 2024

Feefo · business.feefo.com

End-to-end product design on B2B SaaS. Email, forms, the design system, and a 3-person design team, with engineering in the room.

- Redesigned feedback emails: 43% uplift in response rates (A/B: 40% response, 15% CTR).
- Redesigned the review form: 28% more completions, 70% uplift vs control.
- Led the design system rebuild: tokens, 50+ components, Storybook, WCAG 2.1 AA. Teams designed and built 40% faster; Figma reusability cut rework by 35%.
- Introduced user-testing; engineering rework down 10%.
- Shopify integration: 20% uplift in engagement. Grew a 3-person design team; delivery 25% faster.
- As Product Designer, redesigned the B2C platform: 9% more page views.

UX Lead

Mar 2020 – Dec 2021

Zupa / Caternet · zupa.com

Led UX on catering operations software used across hospitality.

- Put a research framework in place. Reduced friction by 15% and moved SUS up 12 points.
- A user-centred design process and a scalable design system, with engineering in the work.

Senior UX Engineer

Aug 2019 – Mar 2020

Warp · warp.co.uk

Accessible front-end and design systems in code, not only in Figma.

- Led front-end design systems work and interactive prototypes into the codebase.
- Accessible patterns and WCAG; measured usability improved by 30%.

Media Development Manager

Oct 2018 – Aug 2019

Babcock International · babcockinternational.com

Team lead. Owned the design system and style guide.

- Led the design and development team.
- Built the design system and style guide, improving collaboration and reducing design-related development time.

UX/UI Manager

Jul 2008 – Oct 2018

Harris Poll · theharrispoll.co.uk

Then Maru / edr. Led design for B2B and B2C research platforms.

- Oversaw designers and developers on surveys, emails, communities, and panels.
- UX for data visualisations so stakeholders could cut and roll up insight.

SIDE PROJECTS

RGW Heating & Plumbing

Website · rgwplumbing.co.uk

A conversion site with an instant boiler quote, designed and built for a two-person firm.

Quote Direct

Tool / website · quotedirect.uk

A white-label quote funnel that prices from live supplier cost, on the trade's own site.

Readyweb

Website · readyweb.trade

A storefront and quote widget for trades who do not have a website yet.

Easy CP12

Tool / website · easycp12.com

Gas safety certificates on a phone: log the check, issue the PDF, chase the renewal.

Spark

App, in progress · spark-app.co.uk

A trade business app in progress. The marketing site is live; the product is not.