

# Daniel Cracroft-Rice

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## Brand, Graphic, and UX Designer, Cambridge UK

I've got ten years' experience across brand systems, UX, campaigns, web, and print. I bring a practical, curious approach to design; combining user-focused thinking with hands-on execution and selective use of AI-assisted tools to speed up exploration and streamline production. Experienced working with marketing leadership, content teams, and developers, and confident delivering projects from concept to completion with a clear focus on measurable outcomes.

## Experience:

### Redgate Software - Digital Designer, Brand Team (Sept '22 - June '25)

Hybrid role, with two to three days per week in the Cambridge office, and regular collaboration across UK, US, and AU time zones, at a high-growth SaaS firm.

- Worked closely with PMMs, and senior leadership to shape briefs, align design with strategy, and guide decision-making with user and performance data, and collaborated with content, and product marketing teams to review, edit, and structure long-form content for various use-cases, alongside supporting wider marketing activity such as campaign planning, sales enablement, and analytics-driven optimisation.
- Led many WCAG 2.1-compliant UX projects end to end, on websites with over 5k daily sessions. This included research, workshops, profiling, mapping journeys, creating frameworks, wireframing, prototyping, and moving designs through to production and ongoing iteration.
- Owned the back and frontend redesign of Simple Talk; reversing a 15 percent annual readership decline, stabilising traffic in two months, and supporting consistent 1 to 5 percent monthly growth. Supported usability testing and integrated findings into iterative UX improvements.
- Produced multi-channel creative across print, presentations, campaigns, and digital assets. Designed expo booths, event collateral, and branded conference installations, and created reusable templates and design systems. Supported marketing teams using tools like 6sense and Google Analytics to enhance campaign effectiveness.

### Hay & Rice LTD - Lead UX & Graphic Designer, Director (Jan '17 - June '22)

I co-founded Hay & Rice as a collaboration between myself & a developer. We delivered websites, brands, assets, & technical services to UK and global clients.

- Delivered brand, print, and digital projects end-to-end, including brochures, pitch decks, email campaigns, long-form collateral, and web reports. Created visual systems and templates for clients across technical, medical, and charity sectors, ensuring consistent branding across all touchpoints.
- Led full project lifecycles from research and UX architecture through to design, content editing, and delivery; creating UX frameworks and using analytics to guide long-term client growth and improve performance.
- Worked directly with founders, marketing leads, and senior stakeholders on brand strategy, messaging, and positioning while collaborating with developers, photographers, videographers, and content teams across multi-disciplinary projects.
- Delivered over 70 projects, including over 30 concurrent active accounts, and grew company revenue by 12% during the pandemic.

## Personal:

### Creative

UX, UI, Graphic Design, Brand development, AI Implementation, Template setting, foundation HTML & CSS

### Tools

Adobe Suite, Figma, MS Office, Mailchimp, Google Analytics, WordPress, Canva, MacOS, Windows

### Education

Leeds Beckett University  
Creative Media Technologies  
2:1, 2015-2018

### Interests

Music, art, gaming, politics, sustainability, food (not just eating) comedy, motorsports

## Career highlights:

1) Grew my own agency, with over 30 concurrent accounts whilst designing for dozens of other projects.

2) Designed over 70 high-traffic websites, including WCAG 2.1 compliant UX & UI on sites with 5k+ daily sessions, and which still meet goals after 10 years.

3) Crafted brands, assets, and campaigns, often consistent with, or creating new, brand guidelines.

4) Worked with marketing leadership, PMMs, & stakeholders to shape brand messaging and positioning.