

Daniel Cracroft-Rice

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Brand Designer

I'm a Brand & Digital Designer with over 10 years' experience delivering marketing campaigns, digital platforms and brand assets across in-house and agency environments. I bring a multidisciplinary approach across web, social, motion and content-led projects, combining brand thinking with clear, engaging visual communication to translate complex ideas effectively. I work closely with marketing teams, marketing stakeholders and developers to shape briefs, guide delivery and maintain quality across multi-channel campaigns and touchpoints. I'm comfortable taking projects from early concept through to final output, and build templates, systems and repeatable workflows to support consistency, scalability and efficient delivery.

Employment

Redgate Software - Digital Designer (Brand), 2022 – 2025

Hybrid role, with two to three days per week in office, and collaboration across UK, DACH, US, and AU time zones, at a high-growth SaaS firm (500+ employees).

- Designed and delivered campaign assets across digital and physical environments, including landing pages, social content, animated presentations, video content, event booths, collateral and branded installations, and created reusable templates and design systems to support scalable output.
- Worked with marketing managers and stakeholders to shape campaign concepts, aligning creative with strategy, messaging and performance data to support campaign outcomes.
- Developed and applied campaign concepts within established brand guidelines across web, email, social and print, creating high-quality campaign assets while maintaining consistency across formats.
- Led UX improvements on high-traffic websites (5k+ daily sessions), improving usability, accessibility (WCAG 2.1) and performance.
- Led the end-to-end redesign of Simple Talk, reversing a 15% annual readership decline, stabilising traffic within two months and driving sustained 1–5% monthly growth, supporting ongoing performance through iterative UX improvements.

Hay & Rice LTD - Senior Designer & Director, 2017 – 2022

Co-founded Hay & Rice with a developer. We delivered brands, websites and campaign assets for startups, charities, and growing businesses across the UK and globally.

- Delivered brand, campaign and digital projects end-to-end, including pitch decks, email campaigns, social content, reports and web assets, building visual systems to ensure consistent output across touchpoints.
- Led full project lifecycles from research and architecture, to design, content editing, delivery, and post-launch support, creating UX frameworks and using analytics to guide long-term growth.
- Worked directly with founders and marketing leads on brand strategy, messaging and positioning, collaborating with developers, videographers and content teams across campaign and digital projects.
- Delivered 70+ projects and managed 30+ concurrent accounts, contributing to 12% revenue growth during the pandemic.

Freelance Designer – danielcrice.co.uk, 2017 – Present

Brand and digital design for diverse international clients

Personal

Skills

Brand & Campaign Design, UX & UI Design, Motion & lightweight animation, Brand development, Template setting, Foundation HTML & CSS.

Tools

Adobe Creative Suite (PS, Ai, Id, Ae), Claude, Figma, Webflow, Google Analytics, Mailchimp, WordPress

Education

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

Interests

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

Career Highlights

1. Co-founded and ran my own agency, leading over 30 concurrent accounts over brand, UX, & web.
2. Designed over 70 high-traffic sites, including WCAG 2.1 compliant UX on sites with 5k+ daily sessions.
3. Delivered brand and campaign work from concept to delivery across digital, social, and physical environments.