

Daniel Cracroft-Rice

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Experience Designer (Digital, Spatial, & UX)

I'm an Experience Designer with over 10 years of practice across brand, digital, and physical environments, shaping how people encounter and move through services across all channels and scales. I've worked end-to-end; from stakeholder collaboration on positioning and strategy, through to delivery and collaboration with project teams, to performance monitoring and ongoing iteration; ensuring decisions hold together across every touchpoint. As a wheelchair user, I have a lived understanding of what it means when a service considers all user needs, and bring a genuine commitment to designing effective, enjoyable, and detailed experiences, beyond the beaten track.

Employment

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

- Led environmental and brand design for Redgate's new Cambridge HQ, covering exterior signage, wayfinding, room naming, digital screens, inclusive signage, brand manifestations, physical room layout, interior touchpoints, and supplier liaison. Produced template systems for building management and overseas office expansions, liaising with international suppliers to support consistent rollout across Redgate's global locations.
- Led the full UX process to overhaul Redgate's technical publishing platform, Simple Talk. Included research, interviews, and journey mapping through information architecture, UX redesign, sub-brand development, motion design, print, merch and swag, templates, and iterative delivery. Reversed a 15% annual readership decline and achieved consistent 1–5% monthly growth, totalling millions of annual views.
- Co-developed Redgate's WCAG2.1 compliant Figma-based design system alongside developer teams, and established ad templates and reusable frameworks to support consistent, scalable output across the organisation. Curated brand guidelines and acted as brand custodian across Redgate's global output, aligning design with strategy, stakeholder needs, company voice, and performance data.
- Designed and delivered campaign assets across digital and physical environments, including landing pages, iconography, social content, event collateral, branded installations, games, expo booths, and reusable templates and design systems for scalable output.

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

Co-founded with a developer, delivering brand, digital, and experience design across tech, energy, professional services, charity, hospitality, and events sectors in the UK and internationally.

- Led brand and experience design end-to-end across 70+ projects and 30+ concurrent accounts; from positioning, research, and information architecture through to design, delivery, and performance monitoring, growing revenue by 12% during the pandemic.
- Directed client relationships and project teams across multidisciplinary briefs, working directly with founders, marketing leads, and senior stakeholders to translate complex or ambiguous requirements into coherent design solutions across every touchpoint.
- Built and managed collaborator networks across development, photography, videography, and content, taking an enterprising approach to scoping, resourcing, and delivering projects that required more than design alone.

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

Brand, service, and digital design for diverse international clients

Personal

Skills

Experience & Service Design, UX Design, Brand & Campaign Design, Spatial & Event Design, User Journey Mapping, Systems & Templates Setting, Workshops, WCAG 2.1/2.2 Accessibility, AI Workflows, Foundation HTML & CSS

Tools

Adobe Suite, Figma, Google Analytics, Hotjar, Lighthouse, Canva, 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. Redesigned Simple Talk; end-to-end UX process and cross-channel delivery, reversing a 15% annual readership decline into consistent growth
2. Led spatial design across Redgate's new Cambridge HQ, covering physical, digital, and wayfinding touchpoints.
3. Co-founded Hay & Rice, directing experience and brand design across 30+ concurrent accounts over six years.