

Daniel Cracroft-Rice

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Senior Brand & Creative Designer

I've spent over 10 years leading brand and design work across brand systems, digital platforms, campaigns, and print, in both agency and in-house environments. I enjoy working closely with marketing teams and senior stakeholders to shape ideas from strategy through to delivery, with a strong understanding of brand consistency and scalable systems. I contribute clear, high-quality creative across UX, print, digital, presentations, and long-form content, as well as photo and video. I'm comfortable leading creative direction while staying hands-on in the work itself, using tools like Figma and Adobe Creative Suite including Illustrator, InDesign, Photoshop, Lightroom, and After Effects, alongside AI-assisted workflows to support quality, consistency, and efficient delivery.

Employment

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

Hybrid role within a fast-growing SaaS company, collaborating across UK, US, and AU time zones with marketing, product, and leadership teams.

- Worked closely with marketing teams, senior leadership, and stakeholders to shape campaigns, creative direction, and digital experiences across web, events, email, and content platforms. Contributed to the development and safeguarding of company voice, messaging, and brand standards, ensuring consistency across all touchpoints and communications.
- Designed and delivered multi-channel creative including landing pages, social content, presentations, video assets, event collateral, branded installations and expo booths, as well as reusable templates and systems to support scalable output, while maintaining strong usability and WCAG-compliant standards across digital platforms.
- Led the redesign of Simple Talk, reversing a 15 percent annual readership decline, stabilising traffic within two months, and supporting consistent 1-5 percent monthly growth through UX, content, systems, and visual improvements.
- Produced branded long-form content including whitepapers, reports, datasheets, and data visualisations in InDesign, Illustrator, and Figma. Created reusable templates and design systems to support consistent, scalable output across print and digital channels.

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

Co-founded with a developer. We delivered brands, campaigns, websites, and creative assets for clients across tech, charity, lifestyle, and professional sectors.

- 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, council, 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. Managed projects end-to-end, commissioning specialist suppliers for illustration, photography, and video, while also contributing my own photo and video content across multidisciplinary projects.
- Delivered over 70 projects, including over 30 concurrent active accounts, and grew company revenue by 12% during the pandemic.

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

Brand and digital design for diverse international clients

Personal

Skills

Brand & Campaign Design, Creative Direction, Digital Design, Motion & Multimedia Content, UX & UI Design, Template Systems, AI-Assisted Workflows, Prioritisation, Team Management

Tools

Adobe Suite (Ai, Id, Ps, Ae), Figma, Canva, Mailchimp, Google Analytics, WordPress, MS Office, MacOS, Windows

Education

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

Interests

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

Career Highlights

1. Led redesign of Simple Talk, reversing decline of platform with 5k+ daily sessions.
2. Co-founded a design agency, leading 30+ concurrent accounts across brand, UX, and web for over 5 years.
3. Led creative output across campaigns, events, environmental design, and digital platforms at a global SaaS company.