

# Daniel Cracroft-Rice

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## Senior Brand & Creative Designer

I've spent over 10 years designing across brand systems, campaigns, digital platforms, and multimedia content in both agency and in-house environments. I enjoy working closely with marketing teams, leadership, developers, and product teams to shape ideas from strategy through to delivery, with a strong understanding of both product and campaign lifecycles. I create clear, engaging creative across web, social, events, video, and print, and I'm comfortable leading creative direction while staying hands-on in the work itself, using tools like Figma and Adobe Creative Suite 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 PMMs, marketing teams, product teams, and senior leadership to shape campaigns, creative direction, and digital experiences across web, events, email, and content platforms. Balanced brand consistency, user needs, and commercial goals while supporting product and campaign lifecycles from planning through to stakeholder presentation, delivery and iteration.
- Designed and delivered multi-channel creative including landing pages, social content, presentations, video assets, event collateral, branded installations, and high-quality, 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 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 - 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 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.

### Freelance Designer – [danielcrice.co.uk](http://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, 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, 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.