

Daniel Cracroft-Rice

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Senior Brand & Digital Designer

I've spent over 10 years designing across brand systems, digital platforms, campaigns, and print, agency side and in-house. I thrive when close to the front line; shaping briefs, working directly with marketing leads, developers, and content teams, and taking work from strategy through to delivery. I'm comfortable at senior level, and in the detail, using tools like Figma and Adobe Suite alongside AI-assisted workflows for exploration and production.

Employment

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

Hybrid role, with two to three days per week in office, and 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- 5% 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 - Senior Designer & Director, 2017 – 2022

Co-founded with 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, 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, 2017 – Present

Brand and digital design for diverse international clients

Personal

Skills

UX, UI, Graphic Design, Brand development, AI Implementation, Template setting, Team management, Prioritisation, Motivation

Tools

Adobe Suite, Figma, MS Office, Mailchimp, Google Analytics, WordPress, Canva, 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. Co-developed Redgate's Figma design system, Canva templates, and brand guidelines, enabling consistent branded output.