

Daniel Cracroft-Rice

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Senior UX & Digital Designer

I'm a multidisciplinary designer with over 10 years of experience across UX, brand, and digital. My core specialism is UX and digital platforms; I've spent the majority of my career working closely with users, directors, and marketing teams from research and brief through to delivery and ongoing iteration. Most recently at Redgate Software, a growing SaaS business, I led the end-to-end WCAG 2.1 compliant UX redesign of Simple Talk, reversing a 15% annual readership decline, stabilising traffic within two months, and driving consistent 1–5% monthly growth thereafter on a digital estate with millions of annual views. Before that, I co-founded Hay & Rice, where I was lead UX and brand designer across 70+ projects, taking work from concept through to delivery for clients in tech, charity, and public sector. I bring a practical understanding of accessibility and a genuine commitment to inclusive, engaging design.

Employment

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

Hybrid role at a high-growth SaaS company, working closely with users, marketing and product teams, and senior leadership, across UK, US, DACH, and AU time zones, to shape briefs, align design with strategy, and deliver across web, email, social, and print.

- Led the end-to-end UX and visual redesign of Simple Talk, Redgate's technical publishing platform; reversing a 15% annual readership decline and driving consistent 1–5% monthly growth through research, journey mapping, wireframing, prototyping, and ongoing iteration.
- Designed educational content, campaign landing pages, and competitor displacement pages across Redgate's web estate, translating complex technical concepts into clear, engaging digital experiences.
- Maintained WCAG 2.1 compliance across all digital output, contributing to accessibility audits and embedding inclusive design standards into day-to-day delivery.
- Created reusable templates, design systems, and branded assets; including print, event collateral and conference installations, to support consistent, scalable output across all touchpoints.

Hay & Rice LTD – Director, Lead UX Designer & Digital, 2017 – 2022

Co-founded with a developer, delivering websites, brands, and digital projects for clients across tech, charity, healthcare, events, council, and professional sectors in the UK and internationally.

- Led UX and brand design end-to-end across 70+ projects and 30+ concurrent accounts — from research, briefing, and information architecture through to design, delivery, and post-launch iteration — growing company revenue by 12% during the pandemic.
- Worked directly with founders, marketing leads, and senior stakeholders to understand briefs and translate complex or ambiguous requirements into clear design solutions, across widely varying audiences and sectors including public sector, charity, and professional services.
- Collaborated closely with developers throughout delivery, establishing design standards and reusable frameworks to ensure consistency and quality across projects and clients.
- Used Google Analytics, Hotjar, Lighthouse, and interview/workshop feedback to inform design decisions, measure performance, and drive evidence-based improvements across web and digital projects.

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

Brand and digital design for diverse international clients

Personal

Skills

UX & Web Design, Information Architecture, Wireframing & Prototyping, Journey Mapping, Accessibility (WCAG 2.1/2.2), Design Systems, Brand & Campaign Design, Template Development, Motion & Lightweight Animation, AI-Assisted Workflows

Tools

Figma, Adobe Creative Suite, Google Analytics, Hotjar, Lighthouse, WordPress, Canva, Mailchimp

Education

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

Interests

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

Career Highlights

1. Led UX redesign of Simple Talk: reversing a 15% annual viewer decline, achieving 1–5% monthly growth.
2. Co-founded Hay & Rice: Lead UX and brand design on 30+ concurrent accounts over five years, growing revenue by 12% during the pandemic.
3. Delivered WCAG 2.1 compliant UX across high-traffic websites and platforms.