Timothy Rackham

Digital designs and accessibility specialist

07926801698 | Tprackham@gmail.com | Linkedin: [@timothyrackham](#) | Portfolio: [timrackham.uk](#)

Experience

Digital Design and Accessibility Lead (April 2024 to Present)

- **UX Architecture & Design Systems:** Led the creation and implementation of a **scalable UX design system**, ensuring consistent and accessible user experiences across multiple platforms.
- **Technology & Development Processes:** Established **robust accessibility testing pipelines** integrating **automated and manual testing** to maintain compliance.
- **Agile & Cross-Functional Leadership:** Unified multidisciplinary teams of **designers, researchers, developers, and analysts** under a single UX mission.
- **Scalability & Performance:** Introduced new **agile methodologies** to execute the RSPCA rebrand across **all digital products**, increasing digital output by 32%.
- **Stakeholder Engagement:** Maintained alignment with senior leaders and IT teams, ensuring UX strategy met business and technology objectives.
- **Enterprise-Level Digital Transformation:** Spearheaded the RSPCA's **largest digital rebrand**, integrating **design systems and accessibility best practices** to enhance user engagement.

Senior UX Designer at the RSPCA (Jan 2022 to Jan 2024)

- **UX Platform Strategy & Team Leadership:** Founded and scaled the **RSPCA's first UX team**, growing it to **four designers and two front-end developers**.
- **Scalable Design System Implementation:** Developed and launched a **comprehensive, component-based design system**, increasing design team efficiency by 83%.
- **Enterprise UX & Digital Accessibility:** Led digital accessibility strategy, ensuring the **rebrand was inclusive and aligned with WCAG standards**.
- **Cross-Platform UX Implementation:** Directed the **design and development of eight platforms**, ensuring **consistency, scalability, and performance** across the RSPCA's digital ecosystem.
- **Strategic Planning & Execution:** Collaborated with senior leadership to create a **roadmap for digital transformation**, ensuring enterprise-wide adoption.
- **Customer-Facing UX Innovation:** Designed a **triage tool for call deflection**, achieving a **98% success rate in directing users** to the correct information.

Digital Designer at RocketMill (2019 to 2021)

- **Design System Frameworks & Scalability:** Developed scalable **design system frameworks** for **BuyaCar and First Central**, ensuring **consistent UX architecture**.
- **Multidisciplinary Collaboration:** Partnered with **developers, data analysts, and content teams** to deliver **customer-centric digital experiences**.
- **Enterprise UX & Global Coordination:** Managed UX development for **Huggies**, working with offshore developers to ensure a high-quality global rollout.

Designer and Developer at Xpress Group (2018 to 2019)

Established a successful digital presence, winning bids for major clients like Maldon Salt. Responsible for project costing, planning, and execution, introducing new workflows, and modernising design processes for large clients.

Junior Designer & Developer at Calico (2015 to 2018)

Worked directly with customers, taking briefs and providing creative solutions for a variety of clients. Supported the senior developer in managing user experiences, establishing best practices, and creating beautifully branded products for diverse businesses.

Contract Developer at Connex (3-month contract)
Part of a small developer team, focusing on PHP backend and HTML/CSS front-end support. Successfully established an MVP, securing further investment for the business and demonstrating the viability of the product concept.

Apprentice / Mac Operator / Project Manager at AJS Labels (2013 to 2015)
Completed an apprenticeship in print management and progressed to a Mac operator role, leading to co-managing the production of Dulux's rebrand. Key accomplishments include supporting the introduction of a new MIS system and successfully delivering the Dulux project, resulting in significant company growth and establishing a second plant.

Qualifications
Graphic communications, First BA(Hons) - Brighton University
Product Psychology Masterclass - Growth Design
Accessible design - A11y Collective
Web accessibility - A11y Collective
Print administration, NVQ - BPIF

Skills
WCAG, HTML, CSS, JavaScript, PHP, Figma, Google Analytics, Illustrator, Photoshop, InDesign, After Effects

Publications and events

[What the RSPCA rebrand means for our digital accessibility](#)

[Designing for good: Integrating UX and accessibility in charity](#)