

Timothy Rackham

Award-Winning Strategic Product Designer and Leader

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Profile

Award-winning Digital Product Leader with a track record of driving digital transformation and user-centred design in complex organisations. Operating at the executive level, I specialise in defining strategic roadmaps, prioritising investments, and aligning multidisciplinary teams to deliver both commercial and user value. I bring deep expertise in balancing product innovation with legacy technology, championing inclusive design, and leveraging SEO and analytics to optimise performance. Ultimately, my focus is on building empowered, high-performing teams and fostering a digital-first culture that drives measurable growth in organisational reach and revenue.

Experience

Digital Design and Accessibility Lead at the RSPCA (April 2024 to Present)

- **Executive Strategy & Roadmapping:** Collaborate directly with the Assistant Director and Advisory Board to define overarching digital strategy. Translate complex organisational goals into clear, actionable product roadmaps, presenting objectives, reasoning, and investment requirements to senior stakeholders.
- **Service Design & Product Redesign:** Directing the end-to-end redesign of the high-traffic "Find a Pet" service. Pioneered comprehensive storyboarding and user journey mapping, utilising service design methodologies to maximise the efficiency of the existing tech stack.
- **Technology & Development Processes:** Established robust accessibility testing pipelines integrating automated and manual testing to maintain compliance.
- **Digital Marketing & SEO Integration:** Partner closely with Marketing and Content Leads to embed a user-first, data-driven approach to content. Leverage SEO data and behavioral analytics to identify demand hotspots, creating continuous optimisation plans that accurately measure the impact of every digital change.
- **Agile Transformation & Resource Planning:** Introduced the adoption of Agile methodologies, successfully aligning them with traditional departmental structures to map out realistic resource expectations, budget costs, and project timeframes, increasing digital output by 32%.
- **Tech Stack & Systems Architecture:** Lead the strategic refinement of the RSPCA's future tech stack, evaluating and optimising the integration between front-end user experiences and back-end CRM systems to maximise operational efficiency.

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 while establishing clear professional standards.
- **Enterprise UX & Digital Accessibility:** Spearheaded the RSPCA's largest digital rebrand, integrating design systems and digital accessibility best practices (WCAG) to enhance user engagement across eight platforms.
- **Scalable Design System Implementation:** Developed and launched a comprehensive, component-based design system, increasing design team efficiency by 83% and ensuring consistency across the digital ecosystem.
- **Cross-Platform UX Implementation:** Directed the design and development of eight platforms, ensuring consistency, scalability, and performance across the RSPCA's digital ecosystem.
- **Customer-Facing UX Innovation & Commercial Value:** Designed and deployed a triage tool for call deflection, achieving a 98% success rate in directing users to the correct information, significantly reducing operational strain on legacy contact systems.

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.

Early Career Background (2013 – 2019)

Progressed through foundational technical, design, and project management roles—including Designer & Developer at Xpress Group, Junior Designer at Calico, and Mac Operator at AJS Labels. Built deep hands-on expertise in front-end development, UX practices, client management, and cross-functional project delivery, establishing a strong technical foundation for digital product leadership.

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

Product Strategy, Cross-Functional Leadership, Service Design, Resource Planning, Agile Methodologies, SEO & Digital Marketing, Data-Driven Optimisation, WCAG Accessibility, Figma, Google Analytics, HTML, CSS, JavaScript, PHP.

Publications, Events & Awards

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

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

[Charity IT Leaders: Technology Project of the Year 2025](#)

[UX Digital Excellence Awards - Charity website of the year 2026](#)