

daryn hornby

## CREATIVE & WEB DIRECTION | UI / UX / DEVELOPMENT

dhornby.com

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## OVERVIEW

A highly experienced and results-oriented creative professional with over 25 years of expertise in creative direction, web design, development, analytics and digital strategy. Seeking to leverage a comprehensive skill set to drive innovative digital solutions for a forward-thinking organization.

## SKILLS

Creative/Web Direction   Web Design (UI/UX)   Branding   Wireframing

Graphic Design   Newsletter Design/Development   AI Image Generation

Gemini / Claude / Midjourney   Web/Email Analytics   Front-End Web Development

HTML/CSS/Javascript   jQuery   Node.js   PHP   Web Server Management

AEO/GEO/SEO   Domain Management   Adobe Creative Suite

Event/Landscape Photography   Retouching/Post-Processing

## EDUCATION

Fairleigh Dickinson University, Madison Campus  
Communications

## EXPERIENCE

### **Hunter PR — New York, NY • Director of Web Services [07/2022 – Present]**

- Lead projects from initial concepts and wireframes through design, development and launch.
- Design UI/UX for websites, digital experiences and internal projects.
- Handle front-end development and work with a team of developers on back-end development.
- Work with clients and internal teams to turn ideas and business needs into practical digital experiences.
- Monitor website analytics and performance and look for ways to improve the user experience.
- Work on a wide range of projects, including newsletters, pitches, presentations and photo retouching.

### **Hunter PR — Senior Digital Developer [07/2017 – 07/2022]**

- Designed and developed websites and digital experiences from wireframes through launch.
- Built front-end experiences using HTML, CSS and JavaScript.
- Worked across UI/UX, web design and development depending on the needs of each project.
- Created wireframes, layouts and interactive experiences based on client requirements.
- Worked closely with creative, account and development teams throughout projects.
- Also supported email/newsletter design, presentations, pitches and other digital projects.

### **Hunter PR — Digital Designer [08/2011 – 07/2017]**

- Designed websites, landing pages, email campaigns and other digital experiences.
- Created wireframes and page layouts and worked with internal teams to bring projects to production.
- Designed and developed newsletter templates and email marketing campaigns.
- Worked across both design and front-end development to take projects from concept to completion.
- Collaborated with creative, account and dev teams to turn campaign goals into digital experiences.

### **RiskQ — Remote • Creative Director [08/2024 – 04/2025]**

- Designed comprehensive branding, including logos, stationery, style guide and business cards.
- Built out full online presence, including all UI/UX and development.
- Provided ongoing technical support for website updates, server maintenance, and domain management.

### **Cyber Intelligence 4U — Remote • Creative Director [01/2021 – 08/2024]**

- Designed comprehensive branding, including logos, stationery, style guide and business cards.
- Built out full online presence, including all UI/UX and development.
- Provided ongoing tech support for website updates, server maintenance, and domain management.

### **Unique Photo — Fairfield, NJ • Web Director [11/2014 – 11/2015]**

- Designed UI/UX to standardize and enhance the website's aesthetic and navigability.

### **GIOVATTO— Paramus, NJ • Interactive Design Manager [03/2008 –07/2011]**

- Designed, directed, coded promo materials and web solutions for major clients such as T-Mobile and GE.

### **Evans Resource Group — Remote • Creative Director (Contract) [03/2007 – 12/2009]**

- Designed full branding kit, and UI/UX. Built out and coded full online presence.

### **Eisai — NJ • Creative Director (Contract) [05/2009 –09/2009]**

- Designed and coded multiple web concepts and layouts, including sitemaps and wireframes.

### **Bruce Leeb & Co • Fair Lawn, NJ Interactive Art Director [01/2007 – 03/2008]**

- Created a wide range of promo materials for BLC internal and clients, ensuring brand consistency.

### **New York Life — Sleepy Hollow, NY • Art Director [04/2006 – 01/2007]**

- Created and developed selection of intranet materials, enhancing internal comms and resources.