

daryn hornby

CREATIVE & WEB DIRECTION | UI / UX / DEVELOPMENT | GRAPHIC / WEB DESIGN

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, graphic design, development, analytics & digital strategy. Seeking to leverage a comprehensive skill set to drive creative 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 Wordpress

Event/Landscape Photography Retouching/Post-Processing

EDUCATION

Fairleigh Dickinson University, Madison Campus
Communications

EXPERIENCE

Hunter PR — New York, NY • Director of Creative Engineering [07/2022 – Present]

- Lead projects from initial concepts and wireframes through design, development and launch.
- Designed UI/UX for websites, microsites, digital experiences and internal projects.
- Handle front-end development and work with a team of developers on back-end development.
- Worked 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.
- Worked on range of design projects, including newsletters, pitches, presentations and photo retouching.

Hunter PR — New York, NY • Senior Digital Developer [07/2017 – 07/2022]

- Designed and developed websites and digital experiences from wireframes through launch.
- 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, client, and development teams throughout projects.
- Designed misc graphic design, email/newsletter, presentations, pitches and other digital projects.
- Built front-end experiences using HTML, CSS and JavaScript. Integrated into CMS, ie: Wordpress.

Hunter PR — New York, NY • 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.
- Various graphic design for Hunter clients; ex: social images, pitches, renderings, photo retouching.
- 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. Built into Wordpress.
- 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. Built into Wordpress.
- Provided ongoing tech support for website updates, server maintenance, and domain management.

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

- Designed various UI/UX sections 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. HTML/CSS.

Eisai — Woodcliff Lake, NJ • Creative Director (Contract) [05/2009 –09/2009]

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

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.