DARYN HORNBY

DHORNBY.COM

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

973.951.9302 • daryn@curv.net • New York City Metropolitan Area

- 20+ Years of Creative & Digital Leadership: Proven track record leading agency & corporate projects from initial concept, sitemaps, & wireframes through production & final launch.
- Multidisciplinary Design Mastery: Deep expertise across UI/UX design, visual branding, digital graphic design, email/newsletter campaigns, & client pitch presentations.
- Hybrid Creative & Technical Execution: Seamlessly bridging creative vision with practical implementation using Figma, Adobe Creative Suite, HTML/CSS prototyping, & CMS integration.
- Modern AI Integration & Digital Strategy: Leveraging cutting-edge AI tools (Gemini, Claude, Midjourney) alongside analytics monitoring to optimize workflows, speed up asset generation, & drive data-informed creative decisions.

EXPERIENCE

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

- Increased company-wide design revenue by $400k YoY through high-conversion UI/UX, microsites and digital experiences.
- Directed and designed campaigns, newsletters, presentations, and other digital projects for clients and internal agency needs. Creating design systems and adhering to specific brand guidelines.
- Connected with clients and stakeholders to turn ideas into practical digital experiences.
- Worked on range of design projects, including newsletters, pitches, product roadmaps, presentations and photo retouching.
- Developed front-end UI/UX into functional code, transforming designs into pixel-perfect prototypes.
- Lead projects from initial concepts and wireframes through design, development and launch.
- Monitored website analytics and metrics and provided stat-based recommendations to increase performance and retain users.
- Implemented AI based QA and UA systems, as well as a workflow including AI image generation and retouching.

Senior Digital Developer [07/2017 – 07/2022]

- Designed and developed websites and digital experiences from wireframes through launch, working in HTML/CSS/PHP/Javascript. As the agency's first developer, web revenue scaled roughly 3× YoY.
- 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, conversion funnels, presentations, pitches and more.
- Built front-end experiences using HTML, CSS and JavaScript. Integrated into CMS, ie: Wordpress.

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 — Creative Director • Consulting [08/2024 – 04/2025]

- Designed full branding and visual style; logos, stationery, style guide and business cards.
- Designed and developed venture-backed website, Helping RiskQ secure 500 initial customers.
- Provided ongoing technical support for website updates, server maintenance, and domain management.

Cyber Intelligence 4U — Founding Designer • Consulting [01/2021 – 08/2024]

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

Unique Photo — Fairfield, NJ • Sr User Interface Designer • Consulting [11/2014 – 11/2015]

- Designed various UI/UX sections to standardize and enhance the website's aesthetic and navigability for 250k monthly visitors

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.
- Created and established web offerings, bringing in over $500k yearly

Evans Resource Group — Founding Designer • Consulting [03/2007 – 12/2009]

- Designed full branding kit, and UI/UX for venture-backed startup. Built out and coded full online presence. HTML/CSS.

SKILLS

Creative Direction | Branding | Graphic Design | Web Design (UI/UX) | Wireframing | Newsletter Design/Development | AI Image Generation | Gemini / Claude / Midjourney | AI Based QA/UAT | Front-End Web Development | Figma | HTML/CSS/Javascript | After Effects | Premiere | Photoshop | Illustrator | InDesign | AEO/GEO/SEO | Adobe Creative Suite | Accessibility Standards | Web/Email Analytics | Webflow

EDUCATION

Fairleigh Dickinson University, Madison Campus
Communications