Ryan Layton

UX & Product Designer

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EXPERIENCE

Tech & Marketing Analyst | Leverage Companies *Oct 2024 -*

- Supported technology and digital marketing operations, including a website redesign, to generate more leads and allow real estate sales agents to close more deals

UX Designer | Juiced IO *May 2024 - Jul 2024*

- Proposed and advocated for design improvements in collaboration with leadership and developers to ensure a seamless experience on a new platform
- Identified and reported critical bugs as an alpha tester for an upcoming standalone web app, ensuring improved functionality and user experience

UX Design Intern | Henry Schein One *Sep 2022 - Jan 2023*

- Contributed to the creation of a design system to modernize the cloud-based version of Dentrix, the most popular dental software used by over 35,000 practices
- Leveraged data and iterative feedback from hundreds of customers to guide the direction of designs

Content Writer | Rutgers Creative X *Apr 2020 - Dec 2022*

- Engaged with an online design community of over 300 students and professionals by writing and publishing articles about UX and similar topics

UX Design Intern | KeHE Distributors *Jun 2022 - Aug 2022*

- Designed distribution software connecting 8,500 natural food brands like KIND Bars to 30,000 retailers like Target while collaborating on a cross-functional team
- Led usability testing sessions which provided valuable insights on the user journey
- Developed comprehensive UX copywriting for user flows to enhance client navigation through the interface and reinforce brand voice and tone

UX Design Intern | Clocky *Sep 2021 - Dec 2021*

- Led all redesign initiatives at the startup, including the e-commerce website and Amazon store page, in an effort to increase sales
- Experimented with A/B testing to determine the best method of increasing user engagement, presenting findings to leadership and the CEO

EDUCATION

Rutgers University, New Brunswick

Sep 2019 - May 2023

Bachelor's degree in Information Technology & Informatics - Web Design

Minors in Digital Communication & Media, Business Administration

3.8/4.0 GPA

Relevant Courses

Human-Computer Interaction
Advanced Web Design
Structure of Information
Web and Internet Accessibility
Virtual Team Dynamics
Strategic Presentation Methods in Digital Media

Google UX Design Certificate, Coursera

SKILLS & TOOLS

Visual Design
Wireframing
Prototyping
UX Research
User Flows
Accessiblity
Information Architecture
Journey Mapping

Figma
Sketch
Adobe Creative Suite
Invision
User Testing

HTML/CSS
JavaScript