

Ryan Layton

UX & PRODUCT DESIGNER

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EXPERIENCE

UX Manager | Leverage Companies

May 2025 – Present

- Own the websites, SEO, and email marketing for two brands: Brick City Capital, a national DSCR lender, and Leverage Homes, a NJ cash homebuyer
- Designed and built both brand websites, including design systems and 50+ location- and situation-specific SEO pages; partnered with the creative marketing manager on brand identity and page concepts
- Designed and built additional sites across the organization, including the parent company site and an executive's personal brand site
- Built marketing and sales infrastructure in Salesforce across two orgs: lead routing and segmentation automation, email verification, and a partner portal on Experience Cloud
- Rebuilt cold email deliverability end to end, including domain isolation, authentication, and list verification, across multi-sequence outbound programs

IT & Marketing Manager | Leverage Companies

Jan 2025 – May 2025

Tech & Marketing Analyst | Leverage Companies

Oct 2024 – Jan 2025

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 Dentrrix, 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

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 UX copywriting for user flows to enhance client navigation and reinforce brand voice

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

B.S. Information Technology &

Informatics – Web Design

Minors in Digital Communication & Media,
Business Administration

3.8/4.0 GPA

Google UX Design Certificate

Coursera

SKILLS & TOOLS

Visual Design

Wireframing

Prototyping

UX Research

User Flows

Accessibility

Information Architecture

Journey Mapping

Figma

Webflow

Salesforce

Adobe Creative Suite

Sketch · InVision

HTML/CSS

JavaScript

SELECTED PROJECTS

Juiced IO / UX Design Collaboration

May 2024 – Jul 2024

Designed the app experience for a reselling platform in active development, working directly with leadership and developers; alpha-tested the build against the designs.