Ryne Sanborn
UX/UI | Design & Marketing

10+ years of experience in design and marketing. Specializing in UX/UI to create intuitive, high-impact solutions that drive engagement and fuel growth.

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WORK EXPERIENCE

Mile Two   2024-2025
UX/UI Designer   Dayton, OH | Remote

- Designed user-friendly interfaces for Department of Defense applications, ensuring functionality, accessibility, and seamless user experiences.
- Developed interactive prototypes in Sketch and Adobe XD to visualize workflows and communicate design concepts with stakeholders.
- Conducted user research and usability testing to identify pain points, gather feedback, and drive iterative design improvements.
- Created UI style guides with component libraries, typography, and color systems to maintain design consistency across applications.
- Collaborated with developers to bridge design and implementation, ensuring cohesive and technically sound solutions.

Applied Research Solutions (ARS)   2022-2024
UX/UI Designer   Dayton, OH | Remote

- Designed intuitive, user-centric interfaces for Department of Defense software, prioritizing accessibility and streamlined functionality.
- Created interactive prototypes in Figma and Adobe XD, translating complex workflows into clear, actionable designs for stakeholders.
- Led user research and usability testing, gathering insights to refine designs and enhance overall software usability.
- Developed detailed UI style guides and design systems to ensure consistency and seamless collaboration between designers and developers.
- Worked closely with cross-functional teams, aligning design with technical constraints to deliver cohesive, high-impact solutions.

CLM (Claims and Litigation Management)   **2023-2024**

Email Marketing Specialist   Malvern, PA | Remote

- Developed and executed targeted email campaigns with custom templates, ensuring consistent branding and high engagement.
- Optimized performance through A/B testing, data analysis, and iterative improvements to drive open rates and click-throughs.
- Managed automated workflows, including welcome series and event follow-ups, to nurture audience engagement over time.
- Designed graphics for email, web, and social media to support marketing initiatives and enhance brand presence.

Mystic Stamp Company   **2018-2022**

Email Marketing Specialist   Camden, NY

- Managed the email marketing program in dotdigital, executing targeted campaigns that drove revenue and customer engagement.
- Designed email templates, automated journeys, and landing pages to ensure brand consistency and improve efficiency.
- Wrote compelling copy and conducted A/B testing to optimize open rates, clicks, and overall campaign performance.
- Maintained and updated WordPress site content, aligning product pages and promotions with email marketing efforts.

C&D Advertising   **2015-2018**

Graphic Designer   Utica, NY

- Designed marketing materials for clients across various industries, including theme parks, insurance agencies, restaurants, and nonprofits.
- Created logos and brand identity systems to ensure consistency across digital and print platforms, tailored to client needs.
- Developed email marketing campaigns in Campaign Monitor (and other ESP's), utilizing automation, audience segmentation, and A/B testing to drive engagement.
- Produced brochures, menus, packaging, banner ads, and social media graphics that aligned with each client's brand and voice.
- Designed responsive landing pages and optimized them for SEO, improving search rankings and user experience.

Freelance   **2015-Present**
Design & Marketing   Camden, NY

- Designed custom logos and brand identities for businesses across various industries, ensuring a cohesive visual presence.
- Created marketing materials such as business cards, brochures, packaging, and social media graphics tailored to client needs.
- Developed brand style guides to maintain consistency across print and digital platforms.
- Worked closely with clients to refine concepts, provide creative direction, and deliver high-quality design solutions.
- Offered additional services like website design, email marketing, and SEO to enhance clients' online presence.

SKILLS

UX/UI Design: Wireframing, prototyping, user research, interaction design, branding, usability testing
Design Software: Adobe Creative Suite, Figma, Sketch
AI & Generative Tools: ChatGPT (OpenAI), Midjourney
Email Marketing: Campaign creation, A/B testing, automation, audience segmentation, reporting
Email Service Providers: Campaign Monitor, Constant Contact, ActiveCampaign, Mailchimp, dotdigital
Project Management & Collaboration: Agile methodologies, Jira, Confluence, Asana, Miro, Lucidchart
Additional Skills: Detail-oriented, problem-solver, open-minded, adaptable, strong communication

EDUCATION

Mohawk Valley Community College   **2015-2018**
Associates in Graphic Design   Utica, NY

More about me and my work