

# Rick Hoyle

Creative Director | UX/UI Specialist | Data-Driven Design Leader

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## Summary

Innovative and data-informed Creative Director with 20+ years of experience in UX/UI design and strategic problem solving across diverse industries, including healthcare, technology, and apparel. Proven leader of both in-house and agency-based creative teams—ranging from nimble groups to large departments — delivering thoughtful, detail-oriented design solutions. Balances big-picture strategy with analytical insights, ensuring that data shapes creative direction without compromising quality or craft.

## Experience

### **Director, Creative Development** — Henry Schein One , Plantation, FL

Sep 2019 - PRESENT

- Led a 12-month initiative to rebrand and re-platform the company's flagship website, while simultaneously overseeing daily digital operations and team workflows.
- Designed and A/B tested landing page assets, driving a 46.5% increase in performance for the paid search (PPC) channel.

### **Senior UX/UI Manager** — DentalPlans.com, Plantation, FL

Jan 2014 - Sep 2019

- Designed and executed the company's highest-grossing sales campaign to date, driving significant revenue growth.
- Created approximately 85% of all company-wide creative assets, ensuring brand consistency and high-quality visual output across all channels..

### **Senior Graphic Web Designer** — DentalPlans.com, Plantation, FL

Nov 2007 - Jan 2014

- Developed and designed a streamlined sales flow to enhance the consumer purchasing experience and improve conversion rates.
- Honored as Employee of the Quarter for outstanding performance and contributions to team success.

### **Art Director & Contract Brand Developer** — WashInc.com, Pompano, FL

Jan 2007 - Jan 2008 & Jan 2002 - Jan 2022

- Developed a large-scale brand identity and successfully implemented it across all print and offline marketing channels.
- Served as Brand Manager for Wash Inc., overseeing brand strategy and visual consistency.
- Designed and produced promotional assets, including print collateral and trade show materials, to support marketing initiatives.
- Created custom apparel designs for major brands such as Adidas, Coca-Cola, Hollister, and Abercrombie & Fitch.

## Education

### **Florida International University, North Miami, FL**

Journalism, Psychology, Photography

### **Plantation High, Plantation, FL**

Advanced placement English classes

## Core Competencies & Skills

**Web Design & Art Direction** Crafting visually compelling, user-focused digital experiences

**Front-End Development** Ridging design and code for seamless execution

**UX Design** Creating intuitive, accessible, and conversion-driven interfaces

**ADA-Compliant Design** Ensuring inclusive design that meets accessibility standards

**E-commerce Optimization** Enhancing online shopping experiences to drive engagement and sales

**SEO Strategy** Implementing on-page and technical SEO best practices

**B2B & B2C Marketing** – Developing tailored strategies that resonate across audience types

**Email Marketing** Designing and deploying performance-driven email campaigns

**Team Leadership & Mentorship** Managing creative teams and nurturing talent

**Budget Oversight** Allocating resources efficiently to meet creative and business goals

**Time & Project Management** Delivering projects on schedule and within scope