

Ryan Ginns

Product, Brand & UI/UX

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My titles have mostly said marketing or founder. The work itself has always been design. In small teams without a design department, the brand and the screens were mine to get right. The one thing I hadn't designed was a native app. So I designed one, start to finish.

COMPILER

Co-founder

2026 to now

- Co-founded an AI product with Pete Nicholls that helps teams understand how complex software works.
- Designed the product UI and UX, including the answer itself: grounded in the source, its working shown before its conclusion, and plain about when it isn't sure.
- Designed and built the website and the interactive product demonstrations.
- Use AI throughout research, concept development, prototyping and evaluation.
- Owned positioning, and secured the first paid enterprise customer.

MARTINUS GROUP

Head of Marketing

2023 to 2026

- Led marketing for one of Australia's largest privately owned rail infrastructure companies, operating across four continents.
- Worked with the CEO and senior leadership to turn complex engineering capability into clear commercial communication.
- Led brand, websites, presentations, campaigns, project storytelling and customer-facing materials.
- Structured information for major bids, government stakeholders and partners.
- Managed multidisciplinary creative teams and external partners across digital, design, content and production.

STEEL CITY

Co-founder

2019 to 2023

- Co-founded an independent beer company backed by Lion/Kirin and private investors.
- Raised \$2 million, including Lion/Kirin's first investment in an external startup.
- Built the brand, packaging, ecommerce and store experience end to end, with no agency.
- Built a consistent design system across retail, online, venues, events, merchandise and sales materials.
- Grew to more than 500 retail and 100 on-premise venues, around 400,000 litres a year at 50% growth.

YOKKE DIGITAL

Co-founder

2015 to 2019

- Co-founded a Sydney digital agency working with ESPN, X Games, World Surf League and Optus.
- Led the winning strategic and creative pitch for X Games Sydney.
- Directed teams of designers, developers, producers and filmmakers.
- Delivered digital campaigns with budgets exceeding \$1 million.

EDUCATION

2008 to 2011

- Bachelor of Design and Communications, University of the Sunshine Coast.