

RYAN WILKERSON

EXPERIENCE DESIGN LEADER

Head of Design, Amazon 2020 - present

Senior leadership of UX team & initiatives within Amazon's Consumer Electronics Technology group, responsible for \$4BN± gross annual revenue worldwide.

- Directing end-to-end redesign of smartphone shopping journey, including discovery, configuration, activation, and post-purchase support for US, Western Europe, and Australia markets.
- Leading optimization efforts for Home Entertainment category, including educational content, live support, and augmented reality based visualization.
- Developed UX (non sales-based) performance metrics for consumer electronics category, enabling ongoing, and consistent evaluation of customer experience.
- Co-founded CE Tech Strategic Innovation program, providing mechanisms for 150+ person team to develop, evangelize, and incorporate novel ideas for roadmap inclusion.

Creative Design Director, Apple 2019 - 2020

Undisclosed role, under NDA.

Vice President Experience Design, HBO 2012 - 2019

Executive leadership and creative direction of diverse 65+ person team, overseeing HBO's global video streaming products (HBO GO, HBO NOW, HBO Max), interactive storytelling, subscription, and marketing initiatives.

- Built and directed in-house teams across multiple locales: Interaction Design, Visual & Design Systems, UX Research, Technical & UX Writing, Prototyping, Catalog Production, and Globalization.
- Led design and shepherded the accelerated shipping of HBO NOW, allowing customers to subscribe to HBO without cable, thereby transforming the business from a wholesale to retail model. Scaled product reach to 31 unique platforms within 14 months.
- Further drove holistic redesign, roadmap, feature set, and platforming of HBO GO and its content management system, forming the cornerstone of HBO Max, the future of AT&T's media strategy.
- Founded and led the HBO Interactive & Immersive Storytelling Team to explore novel forms of narrative entertainment with HBO's top creative partners and properties, including Steven Soderbergh, Game of Thrones, and Westworld.
- Developed division-wide leadership principles, compensation, and performance metrics, applied through recruitment, management, and talent retention; maintained average 3% attrition rate over 7 years.
- Managed annual departmental P&L averaging \$8MM annually.

CONTACT

ryan@altastation.net
206.334.2144

PORTFOLIO

ryan-wilkerson.com
Please contact directly
for access

EDUCATION

BFA, Graphic Design
U of Washington, Seattle

AFFILIATION

ACM (SIGGRAPH, SIGCHI)

National Academy of
Television Arts &
Sciences

Academy of Interactive
Arts & Sciences

IxDA

HONORS

National Academy of
Television Arts &
Sciences (CREATIVE
EMMY, 2017)

National Academy of
Television Arts &
Sciences (TECHNICAL
EMMY, 2015)

BAFTA (GAME
DEVELOPMENT, 2009)

Academy of Interactive
Arts & Sciences
(MULTIPLE, 2003-2012)

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LEADER**

Head of Design + UX, Microsoft 2011 - 2012

As part of Microsoft's Mobile Innovation Studio, led a team focused on advancing Windows Phone offerings from OEM partners including Samsung, LG, HTC, Nokia, and Nokia subsidiary, Vertu.

- Led year-long design engagement between Microsoft, Kodak, and LG Electronics to develop best-in-class "hero phone" concept for prosumer photography market. Conducted design thinking workshops, directed extensive usability research, collaborated on industrial design, and designed digital UX prototype.
- Adapted and defined new feature set, visual design system, and online services for Vertu's premium devices. Defined and brokered guidelines for OS customization.
- Worked with Engineering partners to refine UX toolset and development pipelines, making presentation layer templates more intuitive, flexible, and functional.

Senior Art Director, Microsoft 2001 - 2011

Creative direction and people manager of centralized art & design team (20± people), responsible for the visual direction and UX of 100+ titles, across Xbox, mobile, and PC, and online platforms.

- Focused and coordinated efforts to ship key portfolio titles over multiple platform launches, including Xbox, Xbox 360, and Kinect, setting and raising the bar for first-party published titles. Fable, Mass Effect, Jade Empire, Alan Wake, Gears of War, Crackdown, Dungeon Siege, Kinectimals, Ryse, and Xbox Live Arcade, among many others.
- Performed due diligence evaluations of third-party game studio art & design teams, providing recommendations for long-term publishing agreements, studio, and technology acquisitions.
- Onboarded, mentored, and developed diverse talent pool from college-hire to industry professional: 2D concept artists, UX designers, 3D technical artists, character animators, and CG supervisors.

Art Director, ZAAZ / Possible 1998 - 2001

Design Team co-Leader of a fast paced branding/Internet consultancy firm turned ad agency. Art Direction and management across a variety of web-based clients.