

# RYAN WILKERSON

**PRODUCT & EXPERIENCE  
DESIGN LEADER**

## Axon Enterprise

### Director of Product Design – Connected Devices

2024-2025

#### Product Design & UX Research

- Drove experience design for Axon core hardware / software products, including TASER, Body-worn Cameras, Personal & Vehicle Sensors, and Drones, for first responder and enterprise markets.
- Rapid prototyping and pipeline development.

### Principal Product Designer – DEMS (Digital Evidence Management)

2023-2024

#### Individual contributor

- Led multi-platform redesign, including comprehensive Design System for Digital Evidence Management (DEMS).
- Developed design architecture for action-focused platform redesign.

### Director of Product Design – Platform & Design Systems

2022 - 2024

#### Product Design & Technical Writing

- Grew multi-product, multi-modal design system to support all business pillars.
- Drove accessibility compliance and adoption, including U.S. FedRAMP requirements.

## Amazon

### Senior Design Manager – Consumer Electronics Technology Group

2020 - 2022

#### UX leadership for Amazon's electronics retail team

- Directed UX initiatives for a \$25BN+ global portfolio, optimizing the end-to-end smartphone shopping journey for US, European, and Australian markets.
- Led optimization efforts for Home Entertainment category, including educational content, live support, and augmented reality based visualization.

## CONTACT

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206.334.2144

## PORTFOLIO

[ryan-wilkerson.com](http://ryan-wilkerson.com)

## 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)

## EDUCATION

BFA, Graphic Design  
U of Washington, Seattle

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## Apple

### Creative Design Director – Vision Pro Content Incubation Studio

2019 - 2020

Immersive content direction for Apple Vision Pro.

- Prototyped novel AR entertainment formats, blending UX, narrative, and spatial interaction to define Apple's vision for immersive media.
- Evangelized AR's potential to strategic partners (e.g. Disney), crafting prototypes that highlighted opportunities in digital character performance and entertainment IP.

## HBO

### Vice President Experience Design – Digital Products

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.

- Global Streaming Transformation: Built and led a multi-disciplinary team to convert HBO's on-demand service into a global streaming platform, scaling to 31 platforms in 14 months.
- Instantiated and optimized subscription offer merchandizing and conversion funnel iteration, allowing customers to purchase HBO directly for the first time in its history.
- Led holistic redesign, roadmap, feature set, and platforming of HBO GO and its content management system, forming the foundation of HBO Max.
- Co-founded and led the HBO Interactive & Immersive Storytelling Team to explore novel narrative entertainment with top creative partners and properties.

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## Microsoft

### Director of Design – Windows Phone OEM

2011 - 2012

Advanced Windows Phone offerings from OEM partners including Samsung, LG, HTC, Nokia, and Nokia subsidiary, Vertu.

- Led end-to-end experience design workshops with high profile hardware partners.
- Holistic prototyping of hardware, software, and cloud-based services, including showcase experiences such as photography, personal concierge, and entertainment.

### Senior Art Director – Xbox Game Studios

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.

- Orchestrated efforts to launch key portfolio titles on multiple platforms, including Xbox, Xbox 360, Kinect, and Xbox One. Titles include Halo, Fable, Mass Effect, Alan Wake, Gears of War, Crackdown, Kinectimals, Ryse, and Xbox Live Arcade.
- Performed due diligence evaluations of third-party game studios, recommending long-term publishing agreements, studio, and technology acquisitions.
- Onboarded, mentored, and developed talent from college graduates to industry professionals, including 2D concept artists, UX designers, 3D technical artists, character animators, and CG supervisors.

## Possible (formerly ZAAZ)

### Art Director

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.

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