Ryan Burlinson

Creative Director

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Ten Gun Design, Creative Director

2010 ——— 2026

Directed brand development, campaigns, packaging and digital experiences for Microsoft, Xbox, Funko and other clients.

- Managed designers and directed brand architecture, visual identities and guidelines across products, services and channels.
- Directed campaign concepts, key art, photography and 3D imagery for product launches, games and events.
- Partnered with Microsoft's global packaging team to align packaging across product groups under a shared design system.
- Developed templates, asset libraries and workflows for global Xbox campaign production.
- Presented agency capabilities in new business pitches, winning Funko campaign work that grew into a broader brand development engagement.

***Selected game work**: Forza, State of Decay 2, Lost in Random, Microsoft Flight Simulator 2024.*

Wolken Communica, Interactive Director

2001 ——— 2010

Led interactive projects and designed identities, campaigns, packaging, signage, and websites for small businesses and Fortune 500 companies.

- Directed designers and developers in delivering websites and interactive experiences.
- Pitched visual identity projects and guided the design team's creative presentations to help win new business.

***Selected clients**: Bellevue Arts Museum, Microsoft, Monolith, Krekow Jennings, and Climate Solutions.*

Skills

Creative direction · Art direction
Brand strategy and architecture
Visual identity · Brand design systems
Integrated campaigns · Packaging systems · Digital experiences · Team management · New business pitching
AI-assisted creative development

Recognition

Graphis · 2024
Forza Motorsport rebrand — Gold

Clio Entertainment · 2022
Pokémon 25th Artists Kit — Bronze

Graphis Packaging 10 · 2021
Xbox Package Family — Gold

Graphis · 2025
Beyond the box — Co-author

PDX Packaging Summit · 2019
Designing with depth — Speaker

Halo Outpost Discovery · 2019
Key art presentation — Speaker

Work featured in HOW Books, Logo Lounge, Design Matters: Logo 01, and Rockport's 1000 series.

Tools

Figma · Adobe Creative Cloud:
Photoshop · Illustrator · InDesign · Firefly
After Effects · PowerPoint · Keynote
Claude · ChatGPT · Copilot · Office 365

Education

Western Washington University
BA, Graphic Design