



RYAN BURNS

Based out of:
Grand Rapids , Michigan
www.ryan-burns.com

+1 818 284 3227
info@ryan-burns.com
[linkedin.com/in/ryanadamburns](https://www.linkedin.com/in/ryanadamburns)

About:

Hands-on **Creative Director and Art Director** with 10+ years of experience leading integrated campaigns, brand systems, and digital design initiatives for global clients. Adept at transforming complex ideas into clear, emotionally resonant brand stories across digital, film, and print. Experienced collaborator with strategy, production, and marketing teams to build unified creative visions that drive measurable impact.

Experience:

CREATIVE DIRECTOR – BRANDING, DESIGN & WEB

Tiny Giants Co | 2017 – Present

Los Angeles, CA | Sydney, AUS | Düsseldorf, DEU

A full-service creative agency specializing in branding, design, and production for global clients in tech, entertainment, and consumer goods.

- Directed brand and campaign strategy for 40+ clients, increasing client retention by 25%.
- Partnered with strategy and marketing teams to develop concept-to-launch creative campaigns across digital, social, and experiential touch-points.
- Led a distributed creative team of 7 designers and developers, delivering design systems, web experiences, and brand identities for 60+ brands worldwide.
- Elevated client brands with integrated UI/UX design and front-end direction, boosting user engagement by 30%.
- Built long-term client relationships, achieving an 85% return rate on branding-led projects.

Notable clients: Pfizer, Johnnie Walker, Variety, Toyota, Ubisoft.

CREATIVE SPECIALIST (CONSULTANT)

Freelance | 2016 – 2017

Los Angeles, CA

- Developed brand identity systems, illustrations, and campaign visuals for entertainment, lifestyle, and e-commerce clients.
- Supported creative concepting and storytelling across social, web, and advertising deliverables.
- Managed client relationships, guiding projects from concept through delivery within scope and timeline.

LEAD DESIGNER

LA Web Dev Firm | 2014 – 2016

Los Angeles, CA

- Oversaw end-to-end creative development for e-commerce and marketing clients, from UX wireframes to final creative assets.
- Partnered with marketing teams to craft integrated campaigns via web, email, and paid media.
- Designed lead funnels that improved client conversion rates through visual storytelling and UX optimization.

Selected Skills:

- Brand Storytelling & Campaign Development
- Creative Direction & Art Direction
- Cross-Functional Team Leadership
- UI/UX & Digital Experience Design
- Client Strategy & Presentation
- Illustration & Concept Development
- Motion Design / Cinema 4D
- Adobe Creative Suite, Figma, Webflow

Notable Outcomes:

- Led rebrand initiatives resulting in measurable increases in engagement and brand consistency across digital and physical platforms.
- Delivered award-winning creative for major clients spanning healthcare, automotive, and entertainment sectors.
- Built scalable creative workflows and team structures to deliver consistent, high-impact campaign work globally.