

# Ryhan Resleff

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Creative Director & Visual Storyteller | Multidisciplinary Brand Lead

## SUMMARY

Senior Brand Designer with 15+ years of experience leading high-impact creative strategies and visual design execution for global digital brands. Directed performance-based creative campaigns generating over 2.4B impressions and driving year-over-year install growth of ~250%. Expert in maintaining and evolving brand guidelines to ensure a cohesive visual identity across digital ads, social media, and landing pages. Proven track record of collaborating with cross-functional teams to translate complex business goals into compelling visual storytelling and scalable design systems.

## EXPERIENCE

### Zynga, Chicago, WA - Creative Lead, Performance Marketing

2021 - 2025

- Led content strategy and execution for a high-value portfolio, achieving 2.4B impressions and 203M solo ads to drive enterprise growth.
- Directed large-scale content productions and CTV shoots, resulting in a 15% lift on icon testing and up to 302% install growth YoY.
- Improved content operations efficiency by 33% and reduced agency dependency by up to 38% YoY through new strategic framework development.
- Established content governance and quality standards across cross-functional teams to ensure strategic coherence and brand alignment for global titles.

### Resleff Creative LLC, Chicago, IL - Founder/Creative Director

2011 - current

- Provided senior client advisory on content strategy and SEO optimization, driving consistent year-over-year lead growth for diverse business accounts.
- Developed AI-enabled content methodologies to adapt to emerging search algorithms, enhancing brand conversion across organic and paid channels.
- Managed long-term client relationships and content roadmaps, building brand presence through targeted SEO and digital advertising over 14 years.

## CORE SKILLS

**Creative Direction & Storytelling:** Concept development, visual systems, video and motion, interactive experiences, copy and narrative framing

**Brand & Strategic Thinking:** Consumer insight translation, campaign architecture, scalable brand frameworks, UX-informed strategy

**Integrated Campaign Leadership:** Broadcast, CTV, digital, social, performance ecosystems

**Team & Cross-Functional Leadership:** Global team guidance, creative mentorship, stakeholder alignment, workflow design

**Data-Informed Optimization:** Analytics interpretation, experimentation, audience insights, performance refinement

**Production & Operational Oversight:** Budgeting, scheduling, vendor partnerships, scalable creative systems

**Tools:** Adobe Creative Suite, Figma/Miro, Premiere, After Effects

## EDUCATION

**Pacific Lutheran University,** Tacoma, WA *Bachelors of Arts Communications & Theatre*

- Translated complex data insights into business language for senior stakeholders to identify new growth opportunities and workstreams.

## **RESONATE Magazine** — *Founder/Editor-in-Chief*

2025 - current

- Launched a digital publication and thought leadership platform, defining the content vision and overarching editorial strategy.
- Manage the content roadmap and multi-channel distribution, ensuring consistent quality and engagement across a diverse reader base.
- Oversee content systems and editorial standards, utilizing measurement frameworks to track engagement and inform future strategic pivots..

## **Big Huge Games, Baltimore, MD** — *Sr. Marketing Artist*

2020 - 2021

- Assisted in scaling practice assets and production pipelines for marketing workflows, enhancing overall team efficiency by 15%.
- Captured and composited footage using Unity and After Effects, producing high-quality video and static ads for user acquisition, increasing engagement by 10% ROAS.
- Managed vendor partnerships and created high-performing App Store content that outperformed prior benchmarks by 10%.

## **Big Fish Games, Seattle, WA** — *Sr. Motion Graphics Artist*

2015 - 2020

- Produced high-impact brand content contributing to \$1.2M in quarterly ad revenue and advancing business transformation goals.
- Led content initiatives across a portfolio of 30+ mobile titles, ensuring strategic coherence and driving significant user acquisition.
- Boosted productivity with a 36+ node renderfarm, saving the company thousands and enhancing creative delivery efficiency.

## **Pixelfire Productions, Renton, WA** — *Motion Graphics Artist*

2010 - 2015

- Designed and produced motion content for national campaigns and Times Square billboards; leveraged VFX & 2D/3D animation
- Led motion design for Aeropostale and Duane Reade campaigns, managing \$1M+ in content for the 7 Times Square video billboard (Nike, Pepsi, ESPN), while managing client communications.

## REFERENCES

**Aron Lusén**, VP Performance Marketing | Zynga  
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**Emma Clarkson-Short**, Strategist | Zynga  
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**Tim Coman**, Art Director  
Big Huge Games  
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## WEB CONTENT

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