

# COREY DANGEL

Design Leader, Team Builder, Maker of Things

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## PROFILE

*Hands-on design leader with extensive experience at Amazon and Microsoft, known for pioneering Amazon's Design Excellence program and transforming complex zero-to-one challenges into innovative solutions, enhancing UX/UI strategy and talent development.*

## FUN FACTS

- With Impact Collaborative, co-founded DxD Coalition and helped create Design= to reduce racial inequity in the design industry.
- Shipped over 50 games, a dozen devices, and one gaming platform.
- Bill & Melinda Gates Foundation Award Winner (Zombie College)
- I share a patent with Alexey Pajitnov of Tetris fame.
- There were Designer Bar Raisers at AMZN before me but I was the first dedicated Design Bar Raiser. I've bar raised over 550 candidates.
- I was the sole creative on Amazon Entertainment's Bar Raiser Core for 3 years.
- First Art Director hired for Microsoft's Entertainment Business Unit.
- Created Microsoft's first online subscription service (Microsoft Baseball Daily).

## EDUCATION

BS Visual Communication  
Western Washington University

## EXPERIENCE



6.22  
12.25

Amazon Games Studios

### DIRECTOR OF UX AND UI

- Managed and directed a team of a dozen designers and front end programmers creating new workflows only made possible with AI, reducing AAA game development timelines by 50% while inventing entirely new co-operative game experiences for players.
- Authored the UX/UI strategy and prototyped a new entertainment experience platform, enabling multi-modal interaction with AI game systems that integrated with Amazon Entertainment intellectual property.
- Created UX specs and prototypes for console-centric social features for New World (multi-channel comms, groups and raid management, etc.)

9.18  
6.22

Amazon Design Excellence

### LEAD EXECUTIVE PRODUCER

- Created the Amazon Design Excellence Program, orchestrating over 45 global programs designed to connect, inspire, and develop ~5,000 diverse creatives in all lines of business.
- Spearheaded the creation and deployment of the "Operating System for Design Excellence," a cohesive global framework to elevate the quality of design talent and catalyze innovation across all Amazon design and creative disciplines, achieving a 15% increase in Connections scores.
- Revived the Design Intern program from zero hosted interns in 2019 to 41 in 2020, establishing partnerships with universities and industry programs like Cooper Hewitt, AIGA, and Design= to enrich talent diversity.
- Organized quarterly design leadership summits with over 18 Design Directors and VPs, resulting in improved policy alignment and strategic direction for design initiatives.

1.16  
9.18

Amazon Device and Services Design Group

### EXECUTIVE PRODUCER

- Managed and directed cross-functional UX teams to elevate user experience across Amazon's device portfolio.
- Improved setup process efficiency (OOBE) for 15+ products, enhancing efficiency and reducing onboarding time by 50% for customers.
- Collaborated closely with the SVP and PR teams to lead visual design and execution of 5 successful global launch events.

4.14  
1.16

Amazon Digital Products

### SR. PRODUCER

- Guided the 2D and 3D UX Design Production, Design Technology, and UXR teams to enhance project delivery efficiency and alignment, resulting in quicker iteration and fewer bugs.
- Collaborated with cross-functional teams to prototype and explore new products and features within the Digital Product verticals, including Kindle, Fire Tablet, Fire TV, and Echo.



7.09  
4.14

Detonator Games, LLC

### CO-FOUNDER, CHIEF CREATIVE OFFICER

- Bootstrapped a successful business, expanding from zero to 14 employees by implementing effective marketing strategies and enhancing customer engagement, resulting in significant growth in revenue and acquisition by Wargaming.net.

## EXPERIENCE

- Drove all art and design projects, effectively managing budgets and enhancing team performance across a dozen shipping titles, and 3 licensed prototypes.
- Directed the creative development and successful launch of engaging casual and mobile games for renowned clients including T-Mobile, Wargaming.Net, Disney, and Paramount, increasing client portfolio by 30% year over year.



2.05

5.09

Sony Online Entertainment

### ART DIRECTOR

- Established the artistic vision (overall style for characters, environments, animation, effects, UX and UI) for the highly anticipated multi-platform action MMO, the Agency, shaping brand messaging and strategies that contributed to industry recognition at E3 and GDC featured on G4TV.
- Built and inspired a team of 45 talented artists and 75 dedicated vendors, successfully coordinating projects that boosted gameplay experiences for fans of Matrix Online and DC Universe Online.



3.04

2.05

Microsoft

### CREATIVE DIRECTOR, KIDS INCUBATION GROUP

- Led creative direction and served as the principal designer for two successfully funded projects, personally crafting game, narrative, and UX designs while directing art and music, successfully managing two third-part vendors.
- Independently prototyped IP integrations with popular franchises like Lego, Age of Empires, and Viva Piñata.

3.04

2.01

Microsoft

### SR. ART DIRECTOR, MICROSOFT GAMES STUDIOS

- Assembled and managed a diverse team of 30 full-time artists plus offshore specialists, driving the successful development of the innovative PC MMO 'Mythica' and enhancing visual quality through collaborative project management and vision casting.
- Directed the overall art style and streamlined production schedules while creating engaging marketing materials for print and web, boosting audience engagement and earning Best New MMO nominations at E3, GDC, and GenCon.

2.02

4.00

Microsoft

### GROUP ART DIRECTOR, RPG/ADVENTURE/TECHNOLOGY GROUP

- Guided the artistic direction and supervision of 6 external PC and Xbox titles, including one Xbox launch title, while also leading a team of 2 Publishing Art Directors and 3 Technical Artists to successfully deliver high-quality projects for external partners, fostering collaboration and innovation.
- Contributed to acclaimed projects including Dungeon Siege, Asheron's Call 2, and Psychonauts, enhancing visual storytelling through innovative design thinking, leading to positive critical reviews and a strong player following.



4.00

11.98

Cavedog, Humongous Entertainment

### SR. ONLINE PRODUCER & DESIGN LEAD

- Managed a diverse team of 15+ in art, design, and online system operations, driving creative collaboration on 7 successful live product launches.
- Designed engaging user interfaces for Total Annihilation '99 and its expansions, creating a new online engagement platform and implementing innovation solutions that improved multiplayer game balance and streamlined downloadable content integration.

10.98

1.96

Microsoft

### ART DIRECTOR, NETGAMES PRODUCT UNIT

- Led the design and creation of the Internet Gaming Zone platform (which evolved into MSN Games and became the backbone for Xbox Live), pioneering subscription games like UltraCorps, FighterAce, and Asherson's Call to drive user engagement and revenue.
- Co-developed innovative game designs, resulting in US Patent #6102796 while collaborating with Tetris creator Alexey Pajitnov on an original suite of online multiplayer games.
- Managed a dynamic team of 20 artists and 8 designers, establishing Microsoft's inaugural 3D production lab to support Sports, Simulations, Action Arcade, and Strategy games.

## SKILLS

UX Design, UX Prototyping, Visual Design, Art Direction, Cross-functional Team Leadership, Motion Design, Heuristic Evaluation, User Journeys, Career Development, Design Operations, Game Development, Accessibility (WCAG)