

COREY DANGEL

Design Leader, Team Builder, Maker of Things

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PROFILE

I turn complex challenges into characterful design solutions through appropriately scaled teams. I love hands-on design and prototyping, but my passion is motivating people and developing their potential without crushing creativity. I excel at discovering and nurturing new talent, transforming potential into sharp capability. Having helped hire 570+ mid-level to senior ICs and managers at Amazon, I'm continually humbled by each opportunity to meet and guide talent.

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.
- 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



present
2022

Amazon Game Studios

DIRECTOR OF UX AND UI

- Leading a team of eight UXers harnessing AI to accelerate AAA game development and unlock new game experiences for players.
- Sole creative on Amazon Entertainment's Bar Raiser Core, elevating hiring practices across Amazon Studios, MGM, Amazon Music, etc.

2022
2018

Amazon Design Excellence

EXECUTIVE PRODUCER

- Orchestrated over 45 global programs designed to connect, inspire, and develop ~5,000 diverse creatives across all lines of business.
- Drove events, standardized role guidelines, intern and university outreach, talent development programs, internal and external communication platforms, education partnerships (e.g., Cooper Hewitt, IxDA, AIGA, Design=), and global community chapters.
- Ran quarterly design leadership summits to connect and align L8 Design Directors and VPs across the company.

2018
2016

Amazon Device and Services Design Group

EXECUTIVE PRODUCER

- Managed Design teams (Visual, UX, Motion, and Ops) working horizontally across Amazon's device portfolio (Echo, Fire, etc.).
- Streamlined setup (OOBE) and first run storytelling across products.
- Worked directly with SVP and PR to support global launch events.

2016
2014

Amazon Digital Products

SR. PRODUCER

- Managed operations of 2D and 3D UX Design Production, Design Technology, and User Research teams.
- Worked across Digital Product verticals including Kindle, Fire HD, Fire Phone, Fire TV, Echo, Dash and Dash Replenishment, etc.



2014
2009

Detonator Games, LLC

CO-FOUNDER, CHIEF CREATIVE OFFICER

- Bootstrapped business to 14 employees and >2M annual revenue.
- Drove art and design, managed finances/HR/PR.
- Shipped casual and mobile games for clients such as T-Mobile, Wargaming.Net, Disney, Paramount, One Loop, and Hi-5.



2009
2005

Sony Online Entertainment

ART DIRECTOR

- Developed critically anticipated multi-platform action MMO, the Agency, including brand & messaging.
- Hired and managed a team of 45 full-time artists plus vendors.
- Insourced team to Matrix Online and DC Universe Online.



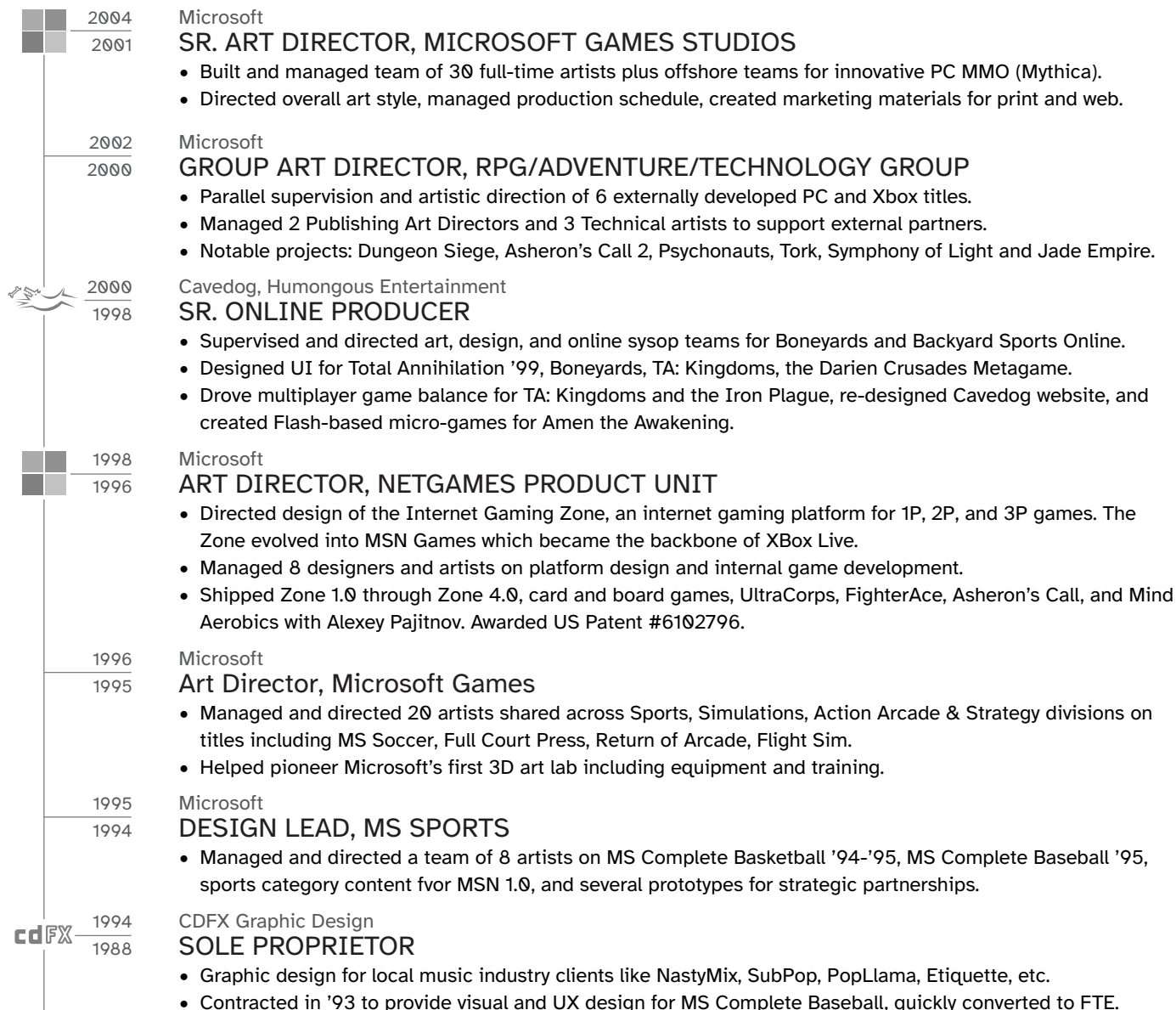
2005
2004

Microsoft

CREATIVE DIRECTOR, KIDS INCUBATION GROUP

- Drove all creative elements of studio portfolio including game design, look & feel, music, story development, and brand guides.
- Partnered with 3P Devs (Amaze, BreakAway) while exploring IP integrations with Lego, Ensemble, and Rare.

EXPERIENCE



INTERESTS

Board games, video games, fingerstyle and classical guitar, wood-working, home remodeling, gardening, kayaking, informal cognitive bias identification, podcasts, miniatures and dioramas, sculpting, painting, laser cutting, 3D printing, etc. The list is long. Thank you for indulging.