Daniel Callicoat UX Designer and Creative Lead

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Portfolio: www.DanielCallicoat.com   Resume: www.DanielCallicoat.com/resume

User experience designer seeking a director or senior level design position. I love to solve impossible problems at an enterprise level with a talented group of developers and business strategists. I have a technical background and work well as a liaison between tech, design, and business to coordinate multiple teams and deliver the best results with the time and resources available.

Experience

Self-employed • Owner   theWanderingHedonist.com (Remote/Global) *2019-2022*

• After achieving my goals at Amazon, I decided to create the website theWanderingHedonist.com featuring travel writing, restaurant reviews, and food and travel photography.
• I have spent the last 3 years traveling continuously around the world documenting local food cultures and reviewing restaurants.
• This project was time-boxed to 3 years and has now come to a close. Though, I intend to create secondary publications based on the experience including a book series.

Lead Senior UX Designer   Amazon (Seattle, WA) *2011-2019*

• Original designer on a R&D team to reimagine the global Amazon payments experience.
• Analyzed/deconstructed all existing payments pipeline experiences.
• Created a fully encapsulated, stylable, configurable, and componentized payment widget suite to accommodate those experiences.
• Unified payments patterns and styling architecture and made possible for the first time brand-wide change and growth.
• Provided consultation across Amazon as the subject matter expert within payments.
• Lead role in negotiating voluntary adoption by 99%+ global Amazon traffic.
• Personally reviewed and approved all new payment features company-wide in a federated development model. Created/ran the Payment Experience Bar Raiser program.
• Created or oversaw all new payment methods internationally with extensive exploratory and functional in-region user testing.
• Participated in interview loops and promotion reviews for both designers and other roles. Mentored both full time designers and Amazon design interns, writing intern proposals and managing their internships.
• Helped grow a team from 4 developers and 1 designer to multiple large development teams to take ownership of Amazon payments globally.
• I also owned other long-running payments-adjacent projects like a Universal Preference Service and championed similar cross-vertical technologies where none previously existed.

UX Designer – VR Interaction Designer   Microsoft - Turn 10 Studios (Redmond, WA) *2011*

• Created interactive 3D world-space UI, animations, and virtual UX (Kinect) for the Xbox racing simulator, Forza Motorsport 4 (Best of E3 2011, Most Anticipated Game of E3 2011).
• Created the world tour and racing HUD and assisted on the top-level game UI.
• Created 3D transition animations for world tour.
• Wired up multimedia presentations for each car in the showroom experience.

Creative Director / Design Manager / Lead UX Designer   Real Networks (Seattle, WA) *2007-2010*

• Redesigned and deployed the Games D2C flagship website taking the D2C business from $10 to $40 million in revenue.
• Rebuilt the creative team from scratch and created a light agile process to manage workflow.
• Created extensive user studies and marketing research projects to inform user-centric design.
• Designed social gaming strategies and products to become a global leader in social gaming.
• Created new brands within the social, casual, and mid/core demographic.
• Oversaw all creative production and customer-facing projects on a team of 100+ developers and managed 6 in-house designers directly. Managed international contract design teams.
• Created new revenue strategies in advertising, DLPR, social, and D2C/merch optimization.
• Migrated 120k subs ($14.4 mill annual revenue) from one site/brand to another at 99% success

Senior Web Designer   Blue Frog Mobile (Seattle, WA) *2006-2007*

• Managed company's online creative properties, designed and built websites, landing pages, and deployment systems for rapid marketing implementation in a web/mobile/IVR based environment.
• Created interior design, industrial design, print design, tradeshow design, flash design, video production, TV interface design, original TV programming with viewer interactive games in Flash.
• Managed several international design teams to produce landing pages and websites.

Creative Director / Interaction Designer   Infinium Labs (Seattle, WA) *2004-2006*

• Designed and created/modeled a live 3D user interface for a console system in Maya.
• Helped design custom gaming keyboard and game controller hardware.
• Designed a custom gaming keyboard layout.
• Designed marketing and packaging materials including console OOBE.
• Extensive 3D interface concept modeling. Created customizable home environments where game objects were stored/presented.   Virtual commodity system.
• Our console was nominated for a Best of E3 Award in 2004.

Education

Bachelors of Fine Arts - Ohio University (Athens, OH) *2000*