

Daniel J. Calliccoat

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Senior UX designer for complex, high-stakes systems: payments, financial cryptography, platform architecture, and AI-native product design. I map the system before designing the interface, design the architecture before the screens, and stay until the design is adopted, from Amazon's federated payment experience (99%+ voluntary global adoption) to the web redesign of 40-year-old bank-card security software to complete products built solo by directing AI.

Professional Experience

Lead UX Designer - Prime Factors

January 2024–Present · Eugene, Oregon (hybrid)

Leading the end-to-end UX redesign of the Bank Card Security System (BCSS), 40+ years of Hardware Security Module (HSM) management software used by banks and processors to secure encrypted payment infrastructure, as it migrates from a Windows client to a modern web interface.

- Product-wide legacy audit in a highly complex, high-security environment: ~1,000 screenshots assembled into 114 user stories and 114 user flow diagrams, generating 250+ captured comments and 189 action items, forming the formal requirements base for the redesign and the team's shared communication foundation.
- Reconceived the product's information architecture and interface paradigm: role-driven navigation mirroring the permissions and object hierarchy, a flattened single-page model replacing stacked-modal Windows workflows, and the full fidelity ladder from sketch to grey box to pixel-perfect for every tool and utility.
- Created an entirely new design system of pattern and visual libraries, styling, redlines, and behavioral systems (24 sections, 54 subsections, 215+ pattern illustrations), defining future site design and the conversion of the company's other products; guided development of the new UI technology suite that renders it.
- The redesign was so conceptually distinct the company is repackaging it as a new flagship product with subscription licensing, establishing its long-term recurring-revenue model, a scope the engagement never originally included.

Independent Designer - AI-Native Products

2025–Present · Personal projects, concurrent with Prime Factors

- Designed and shipped **The Reality Machine** (the-reality-machine.com), a free peer-to-peer gaming platform pairing an AI game master with a deterministic programmatic game engine, 1,728 AI-generated character avatars, 410+ automated tests, fully P2P with no data collection. Entirely AI-implemented under my design direction.
- Designed and functional, **Nettleweft** (nettleweft.com), an ultra-secure open-source peer-to-peer social networking app built on Signal's open-source protocols, post-quantum security, no intermediary servers, no engagement manipulation; currently shipping Android beta. Entirely AI-implemented under my design direction.
- Authored system-level product plans for OpenGeoAR (community-driven AR world map platform) and Pocket Advocate (community-funded AI legal-empowerment tool).

Writer / Photographer - The Wandering Hedonist

2019–2023 · Remote / global · theWanderingHedonist.com

Founded and ran a literary food-and-travel publication startup (brand, website, editorial voice, and photography system), produced continuously across dozens of countries. Reached its self-supporting goal; the content is now becoming a 490-page coffee table book.

Lead Senior UX Designer - Amazon

2011–2019 · Seattle, WA

- Original designer of the Amazon Payment Experience (APX): analyzed and deconstructed all existing payment pipelines, then designed the fully encapsulated, stylable, componentized payment widget suite that replaced

thousands of independent experiences worldwide.

- Led negotiation of voluntary adoption by 99%+ of global Amazon payments traffic, with no top-down mandate and a zero-metric-loss requirement against highly optimized incumbent experiences.
- Personally reviewed and approved all new payment features company-wide in a federated development model; created and ran the Payments Experience Bar Raiser (PXBR) program.
- Created or oversaw all new international payment methods with extensive in-region user research; ran formal lab studies; launched the Universal Preference Authority and Update Everywhere.
- Sole designer for the first five years; helped grow payments experience from 4 developers and 1 designer to multiple large teams with global ownership; mentored designers and interns and served on interview loops and promotion reviews.

UX Designer / VR Interaction Designer - Microsoft, Turn 10 Studios

2011 · Redmond, WA

- Created interactive 3D world-space UI, animations, and Kinect-based virtual UX for Forza Motorsport 4 (Best of E3 2011, Most Anticipated Game of E3 2011), including the world tour, racing HUD, and showroom presentations.

Design Manager / Lead UX Designer - RealNetworks

2007–2010 · Seattle, WA

- Redesigned and deployed the GameHouse direct-to-consumer flagship site, growing the D2C business from \$10M to \$40M in revenue.
- Rebuilt the creative team from scratch; managed 6 in-house designers and international contract teams while overseeing creative for 100+ developers; drove user-centric design through extensive user studies and market research.
- Migrated 120K subscribers (\$14.4M annual revenue) between sites and brands at 99% retention.

Senior Web Designer - Blue Frog Media

2006–2007 · Seattle, WA

- Managed the company's online creative properties - websites, landing pages, and rapid-deployment systems in a web/mobile/IVR environment - plus print, tradeshow, TV interface design, and original interactive TV programming.

Creative Director / Interaction Designer - Infinium Labs

2004–2006 · Seattle, WA

- Designed and modeled a live 3D console user interface in Maya - customizable home environments and a virtual commodity system; console nominated for a Best of E3 Award (2004). Helped design custom gaming keyboard and controller hardware.

Education

Bachelor of Fine Arts - Ohio University

Athens, OH · 2000

Skills

UX design and strategy · information architecture · complex-system and platform design · design systems and pattern libraries · qualitative and quantitative user research · AI-native product design and AI-directed development · AR/VR and world-space interface design · design leadership, mentoring, and team building · cross-functional negotiation and federated design governance · requirements definition and legacy-system analysis.