COREY MANNING

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Visual Resume (PDF)

CREATIVE LEADER

Accomplished professional with distinguished success in leading award-winning digital platforms, scaling multidisciplinary design organizations, and shaping industry-defining event experiences across sponsor-driven and consumer-facing environments.

Proven history of success in delivering large-scale award-show ecosystems, establishing repeatable digital experience models, and operating under high-stakes timelines without compromising quality or performance. Well-versed in owning creative direction across UX, UI, motion, and interactive design, with the goal of translating brand strategy into scalable systems, and aligning creative execution with business and sponsorship goals. Adept at building, hiring, and stabilizing high-performing design teams, managing freelancers/vendors, as well as sustaining delivery through organizational change and production surges. Known for architecting interactive platforms/branded games, driving millions of user interactions, and supporting national sponsorship activations across digital and live environments.

SIGNATURE ACCOMPLISHMENTS

· Delivered and scaled BET Immersed as a high-impact interactive platform, driving 2.4M video views, 5.2M impressions, and 79% mobile engagement.
· Oversaw end-to-end production for award-cycle digital ecosystems, delivering 500–600 static graphics, 100–200 motion assets, 12 toolkits, and 30 YouTube thumbnails per cycle.
· Owned annual design operations budgets ranging from $100K–$250K, balancing creative ambition with financial discipline.
· Managed $180K–$200K in annual freelance spend, with the aim of improving cost efficiency.
· Established vendor relationships and resourcing models supporting mobile and OTT platform development for reliable execution across complex ecosystems.
· Recruited, onboarded, and integrated 4–5 full-time designers, strengthening internal capability and reducing long-term reliance on external resources.

PROFESSIONAL EXPERIENCE

PARAMOUNT: BET MEDIA GROUP 2007–2025
ACTING HEAD OF DESIGN | ACTING VP OF UX & DESIGN / 2023–2025

Led full digital design organization, including Art Director, Senior Designer, Motion Designers, Senior and Junior Photo Editors, and freelancers. Directed all facets of team operations, hiring, mentoring, and workflow execution to support high-volume, high-visibility projects. Oversaw project management, budgeting, resource planning, vendor coordination, and workflow design for multiple concurrent initiatives. Streamlined processes to improve efficiency, accountability, and team output.

· Planned and drove remarkable creative direction spanning social, digital, and video platforms for BET, BETX, and VH1.
· Delivered 4–6 tentpole events annually and 3–5 major projects simultaneously, producing 500–600 graphics and 100–200 motion assets per awards cycle.
· Operated at VP-level scope without formal title, stabilizing design organization during staff reductions.
· Built cross-team design pipeline with Brand Creative, supporting 20+ major sponsorship brands and annual roadmap execution.
· Reduced production waste, implemented asset governance, and centralized image approval pipeline for efficiency and compliance.
· Directed project delivery, budgeting ($100K–$250K design, $180K–$200K freelance), resource planning, vendor coordination, and workflow optimization.
· Delivered BET Awards digital ecosystem, BET Experience website/app, BET Immersed platform, and NAACP Awards digital platforms serving millions annually.

Continued...

AREAS OF EXPERTISE

· UX/UI Design Leadership
· Digital & Interactive Platform Strategy
· Brand Identity & Systems Development
· Process Improvement
· Resource Management
· Project Delivery & Performance
· OTT & Mobile Platform Design
· Executive Partnership & Alignment
· Live Event Digital Experiences
· Creative Direction & Visual Storytelling
· Motion Graphics & Multimedia Production
· People Leadership & Development

TOOLS

· Adobe Creative Suite (etc.)
  · Photoshop
  · Illustrator
· Figma
· Canva
- CEROS
· Systems, Collaboration Tools

AWARDS + NOMINATIONS

3 X Marcom Awards
3 X Webby Awards
2 X Shorty Awards
1 X Streamy Awards
2 X MUSE Awards
1 X Micheaux Film Festival

EDUCATION

Bachelor of Fine Arts
Howard University
Washington, D.C

Leadership & Communication Training
Dale Carnegie

After Effects Level 1
LEDET

Creative Director Course w/ Randy Stein of Ogilvy
ELVTR

ART DIRECTOR / 2016–2023

Managed a cross-functional creative team, including Senior Designer, 2 Designers, 2 Motion Designers, UX Designer, Junior Designer, and Photo team. Directed creative branding for BET Breaks (international distribution), Black Coffee, Imagine Room, and multiple digital series. Led creation of brand systems, including logos, marketing toolkits, ad sales design systems, and motion graphics packages. Oversaw UI design for BET App across Roku, Amazon, and Apple TV platforms. Executed red carpet digital experiences in collaboration with producers, video teams, production teams, and on-site event crews.

- Led the redesign of the Centric website, improving user experience.
- Directed an award-winning red-carpet project as Creative Director, securing a Platinum MarCom Award and a Webby Award nomination.
- Engineered scalable creative systems for digital series branding across multiple platforms.
- Shaped BET's OTT product design, enhancing user experience and ensuring brand consistency.

SENIOR DESIGNER | EXPERIENCE LEAD / 2011–2016

Led UX/UI design for interactive games, voting platforms, branded experiences, and award show websites. Designed and delivered digital sponsorship platforms for Coca-Cola, McDonald's, Gilead, and Doritos. Created logo and brand identity for Coca-Cola Flava Zone, with designs deployed across live-stage activations. Directed platform design for BET Honors, Soul Train Awards site, Game Character Tree, Scramble Board Game, Viewer's Choice voting platform, and 106 & Park voting experiences. Launched and expanded BET Experience by designing its first print assets and developing initial website mockups.

- Spearheaded creative direction for multiple sponsor-funded digital platforms.
- Architected and scaled identity systems deployed across digital properties and live stage environments.
- Established leadership for complex, high-visibility interactive experiences and platforms.
- Led and contributed to the creative execution of every BET Awards website since 2007; owned the 2007 design and directed all designs from 2016–2025.

INTERACTIVE DESIGNER / 2007–2011

Architected end-to-end UX and UI for event microsites, delivering cohesive, user-centered digital journeys. Developed branded digital games and interactive experiences that increased audience engagement and repeat visitation. Crafted web series logos and branding systems to ensure visual consistency across emerging digital content. Engineered Flash-based interactive features and games, expanding the site's experiential capabilities during early digital adoption. Owned and evolved the BET.com design system, maintaining visual integrity across frequent updates and new content.

- Delivered multiple award-show digital platforms under extreme deadline pressure, maintaining quality and stability across high-visibility launches.
- Pioneered an early model for BET's award-show digital experiences, shaping patterns later reused across flagship events.
- Led and delivered BET Honors websites, overseeing full UX/UI design, creative direction, and content implementation from concept through launch.
- Designed and launched the Doritos Hot Cool MC Battle interactive game, creating engaging gameplay and branded digital experiences for national audiences.
- Directed creative execution for Spring Bling event sites, managing design, motion graphics, and cross-team collaboration to deliver high-impact digital experiences.
- Developed interactive quizzes and branded digital experiences, combining UX design, visual storytelling, and platform strategy to drive audience engagement.

ADDITIONAL EXPERIENCE

Senior Designer / Print Team Lead, DC Life Media, Small Print & Design Company, Arlington, VA