

# Chris Wallace

## award-winning product + design executive

**Professional Summary** Two-time Emmy-nominated design leader with 16+ years of leadership in product, user experience, and front-end design. Established record of pioneering innovative digital experiences for startups and large tech and media organizations including Google, Microsoft, Facebook, Starbucks and The Nobel Prize. Former agency executive at 10up and founder of Lift UX (both acquired).

### Contact Information

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## Work History

### VP of Product, Founder at UltraDAO Studios

Duration: September 2021 - Present

Location: Remote

Founded a bootstrapped decentralized web3 creative studio developing entertainment media IP, digital products and blockchain-based collectibles. Built and managed a team of artists, engineers, and production specialists. Led a range of award-winning creative projects and drove multi-million dollar revenue within the first six months.

### VP, Experience Design at 10up (acquired)

Duration: August 2017 - September 2021

Location: Remote

Scaled the design team and its capabilities at an international agency of 200+ across three continents and 16 countries. Managed 20 leaders and ICs across user experience and visual design. Established content design practice and implemented org-wide design strategy.

### VP of Design, Founder at Lift UX (acquired)

Duration: December 2009 - August 2017

Location: Remote

Founded a UX design studio crafting digital products and WordPress websites for medium-to-large clients. Launched interactive second-screen apps for acclaimed TV series, earning two Emmy nominations. Managed a compact yet effective team of full-time and contract designers, elevating website traffic for the product division to two million monthly visitors. Acquired by 10up in 2017.

### Front-end Developer at Enterprise Rent-A-Car

Duration: August 2007 - December 2009

Location: Clayton, MO

Developed front-end interfaces for B2B and B2C digital products, working closely with UX designers, project managers, and Java engineers. Also managed weekly deployments for [enterprise.com](http://enterprise.com) and other customer-centric platforms, while providing QA support for monthly release cycles.

### Senior E-Commerce Web Designer at Network Solutions

Duration: May 2006 - August 2007

Location: Belleville, IL

Designed and developed front-end code for e-commerce storefronts for small businesses, maintaining stringent project timelines and adhering to client specifications.

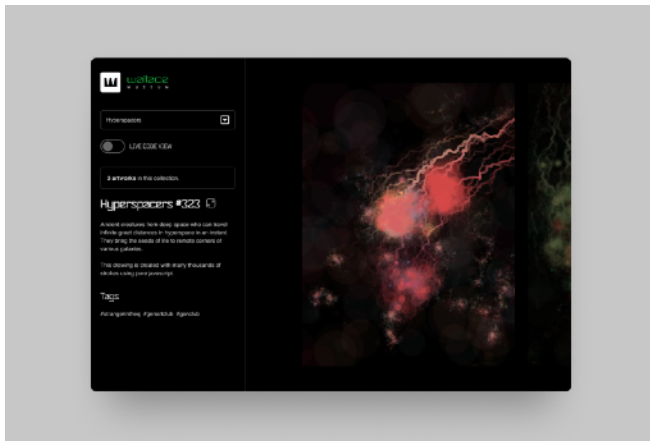
### Webmaster at Saint Louis Christian College

Duration: April 2005 - May 2006

Location: Florissant, MO

Primary web content owner, designed, developed, and maintained the college's online presence. During my tenure, the college experienced 60% growth, reaching full campus capacity the following year.

## Selected Works

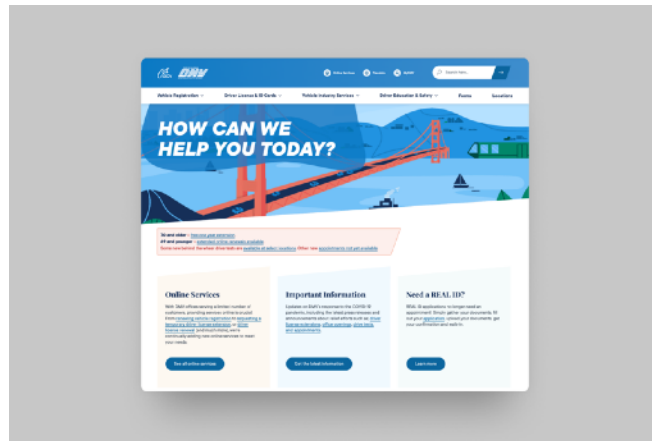


### Wallace Museum

Released: December 2023

A web-based generative art experience featuring hundreds of works from internationally-renowned artists who code.

Role: Product Design, Branding, Front-End Engineering, Database Architecture, Sveltekit Implementation

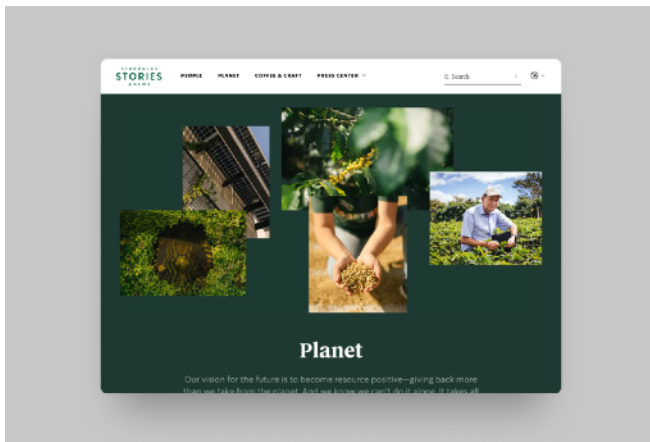


### California DMV Digital Transformation

Released: Late 2020

Led a landmark project for our agency: a comprehensive redesign of the California DMV website. Assembled and guided the design team behind this monumental task. The revamped site was met with resounding approval from both the public and DMV staff.

Role: Executive Creative Direction

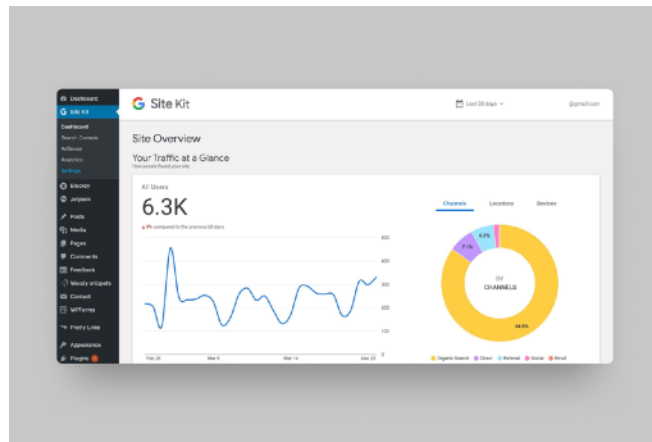


### Starbucks Stories

Released: Late 2020

Collaborating with one of our Lead Designers, I provided creative direction and design production for the new Starbucks Stories & News experience, including visual design, branding, and interaction design. I designed the current Stories logo, the navigation, and media/downloads section of the website.

Role: Executive Creative Direction, Visual/UI Design, Logo Design



### Google Site Kit

Released: June 2019

My design team led the UX and visual design for a WordPress plugin that integrates Google's suite of products in one location. Site Kit quickly gained adoption among website owners, thanks to a design language that strikingly represented both Google's identity and the WordPress admin environment.

Role: Executive Creative Direction

## Skills

- \* Product Design
- \* Design Management
- \* Strategic Planning
- \* Hiring & Personnel Management
- \* Creative Direction
- \* Design Systems
- \* WordPress Design & Development
- \* Resource Management
- \* Professional Development Planning
- \* Design Operations
- \* Visual Design
- \* UX Design
- \* Information Architecture
- \* Product Prototyping
- \* Front-End Engineering
- \* Web3 (Blockchain & NFTs)
- \* Web Application Architecture
- \* Blockchain/Smart Contract Integration

## Education

### Missouri State University

Graphic Design // 2004 // Springfield, MO

Attended Missouri State University (formerly Southwest Missouri State) for Graphic Design.

### Saint Louis Christian College

Religious Studies // 2002 - 2004 // Florissant, MO

Attended Saint Louis Christian College with a focus on Religious Studies.