

# Chris Wallace **award-winning** **product design executive**

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## **Professional Summary**

Emmy-nominated founder and design leader with 16+ years of leadership in product and web design. Established record of pioneering innovative digital experiences for high-profile tech and media organizations including Google, Microsoft, Facebook, ESPN, The Boston Globe, and AMC Networks. Former agency executive at 10up, Lift UX (acquired).

## **Work Experience**

### **Chief Experience Officer**

UltraDAO Studios // 2021 - Present // 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 creative production specialists. Led a range of award-winning creative projects and drove multi-million dollar revenue within the first six months.

### **Vice President, Experience Design**

10up // 2017 - 2021 // Remote

Matured the design discipline 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.

Clients: Facebook, Microsoft, Google, The Boston Globe, ESPN, The White House

**Principal Creative, Founder**

Lift UX (acquired) // 2009 - 2017 // Remote

Founded a UX design studio crafting digital products and WordPress websites for clients. Launched interactive second-screen apps for acclaimed TV series, earning two Emmy nominations in the process. 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.

Clients: The Walking Dead, Mad Men, Breaking Bad, SundanceTV, IFC Films, The Next Web

**Front-end Developer**

Enterprise Rent-A-Car // 2007 - 2009 // Clayton, MO

Developed front-end interfaces for B2B applications and B2C websites, working closely with UX designers and Java engineers to roll out new applications. Handled 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**

Network Solutions // 2006 - 2007 // 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**

Saint Louis Christian College // 2005 - 2006 // 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.

## **Skills**

- \* Design Management
- \* Strategic Planning
- \* Hiring & Personnel Management
- \* Creative Direction
- \* Design Systems
- \* WordPress Design & Development
- \* Resource Management
- \* Professional Development Planning
- \* Design Operations
- \* Product Design
- \* Visual & Brand Identity
- \* Web3 (Blockchain & NFTs)
- \* AI + Design Tooling
- \* Information Architecture
- \* Visual Design & Prototyping
- \* Front-End Engineering
- \* E-commerce Design
- \* IP Development

## **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.