

Contact Info

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6400 Orchard Park Dr.
McKinney, Texas, USA

Website/Portfolio

chriswallace.net

LinkedIn

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Areas of Expertise

- Product Design
- Design Engineering
- Leadership / Management
- Design Systems
- Prototyping

Past Clients & Partners

- Major League Baseball
- DC Comics
- Microsoft
- Starbucks
- Meta/Facebook
- Google
- California DMV
- AMC Networks (IFC, WEtv, Sundance Channel)
- The Walking Dead
- Breaking Bad
- Mad Men
- The Boston Globe
- The Nobel Prize
- Credit Karma
- Capital One
- Campbell's
- GoDaddy
- Stanford University
- Northeastern University

Christopher Wallace

Senior Product Design Leader

Two-time Emmy-nominated design leader with 20 years of experience with 11+ years managing designers/design directors. Deep experience in UX/UI design, design prototyping (both in Figma and code), design systems, cross-functional collaboration and communicating with executive-level stakeholders.

Work Experience

Senior Product Designer Mar 2024 - Oct 2024
Candy Digital (Remote)

- Released and maintained a design system to improve efficiency in design and React/Next.js
- Designed and tested new features for digital collectible withdrawal and physical+digital purchases
- Led an overhaul of the Candy website and marketplace experience to better educate users and improve the overall user experience
- Partnered with stakeholders to align technical goals with product vision, driving user-centered design and measurable outcomes
- Created product prototypes in SvelteKit including an interactive comic book reader

Design Director, Founder Apr 2021 - Mar 2024
UltraDAO Studios (Remote)

- Founded a 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
- Drove multi-million dollar revenue within the first six months

VP, Experience Design Aug 2017 - Sep 2021
10up (Remote)

- Scaled design team from 5 to 20 across three continents and 16 countries
- Led a design organization with 20 directors and UX, visual, and content designers
- Personally oversaw large digital transformation projects for the California DMV, Starbucks, Microsoft

References

"I love working with Chris. He has the rare mix of design instincts and technical ability that *makes him incredibly effective.*"

Mike Chabot

Director of Engineering
Candy Digital

"Chris is by far the best designer I've *ever worked with.*"

Yaro Plashenko

Head of Product, Ecosystem &
Product Partnerships @ Immutable

"If your goal is to work with someone who inspires, motivates and brings it day in and day out then look no further! His expertise *made me a stronger designer.*"

Aaron Frebowitz

Design Director @ Candy Digital

Design Director, Founder

Dec 2009 - Aug 2017

Lift UX (McKinney, Texas)

- Led the design and UX for digital media and publishing client projects
- Received two Emmy Award nominations for second screen apps: The Walking Dead, Breaking Bad, Mad Men
- Successfully acquired by 10up in 2017

Senior Front-End Developer

Aug 2007 - Dec 2009

Enterprise Rent-A-Car (Clayton, Missouri)

- Developed front-end interfaces for B2B and B2C digital products
- Worked cross-functionally to provide design integration planning
- Managed weekly deployments and visual QA for enterprise.com

Senior E-Commerce Web Designer

May 2006 - Aug 2007

Network Solutions (Belleville, Illinois)

- Designed and developed e-commerce shops for small businesses, focusing on user-friendly interfaces
- Collaborated with clients daily to plan and design store templates
- Worked closely with logo designers to implement brand assets

Technical Skills

Figma, design systems, design research, product design, mobile/iOS/Android, design engineering, Rive, Framer, Webflow, Storybook, CSS, Svelte, React, Next.js, Web3, blockchain, responsive design, accessibility

Education

Missouri State University

Graphic Design (2004)

Saint Louis Christian College

General and Religious Studies (2002 - 2004)

Awards

Award: Best Environmental Initiative from an NFT project

NFT NYC (2022)

Outstanding Creative Achievement in Interactive Media – Social TV Experience (Nominee), Mad Men: The Fan Cut

Emmy Awards (2015)

Outstanding Interactive Program (Nominee), The Walking Dead Story Sync

Emmy Awards (2013)