

# Chris Wallace Senior Product Design Leader

**Professional Summary** Two-time Emmy-nominated product design leader with 18+ years across IC, management and executive-level roles. I create impactful digital experiences for the likes of Google, Microsoft, Facebook, and Starbucks. Currently leading product design at Candy Digital.

## Contact Information

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## Work History

### Senior Product Designer

Candy Digital (Contract)

Mar 2024 - Present

McKinney, Texas, United States · Remote

Leading product design across Candy's web application/marketplace. My role encompasses product strategy, user experience, UI design, and front-end engineering. I collaborate directly with creative, product management, and engineering teams to drive new features and products for partners like MLB and DC Comics.

### Design Director, Founder

UltraDAO Studios

Apr 2021 - Mar 2024

McKinney, Texas, United States · 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

10up (acquired)

Aug 2017 - Sep 2021

McKinney, Texas, United States · 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.

### Design Director, Founder

Lift UX (acquired)

Dec 2009 - Aug 2017

McKinney, Texas, United States · 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

Enterprise Rent-A-Car

Aug 2007 - Dec 2009

Clayton, Missouri, United States · Remote

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

Network Solutions

May 2006 - Aug 2007

Belleville, Illinois, United States · Remote

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

## Skills

Product Design	Figma	Front-End Engineering
Design Management	Visual Design	Web3 (Blockchain/NFTs)
Brand Identity	UX Design	WordPress Development
Creative Direction	Information Architecture	SvelteKit Development
Design Systems	Javascript	Application Prototyping
Component Libraries	Typescript	Accessibility

## Education

2004	Missouri State University	Graphic design BA program.
2002-2004	Saint Louis Christian College	General and religious studies.

## Awards & Recognition

2023	Aesthetica Short Film Festival	Official Selection, Woodies: Origin
2023	Deca	Most Valuable Gallery, Decuration Council II
2022	Gallery Awards	Outstanding Curation of a Tezos Collection Award
2022	NFT NYC	Best Environmental Initiative from an NFT project
2015	Emmy Awards	Outstanding Creative Achievement in Interactive Media – Social TV Experience (Nominee), Mad Men: The Fan Cut
2013	Emmy Awards	Outstanding Interactive Program (Nominee), The Walking Dead Story Sync