Chris Wallace: award-winning executive creative director

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Professional Summary

An Emmy-nominated design executive with over 15 years of remote leadership in creative direction and design. Distinguished track record in pioneering innovative web applications, products, and editorial experiences for high-profile tech and media organizations like Google, Microsoft, Facebook, ESPN, the Boston Globe, AMC Networks, among others. Proven proficiency in implementing blockchain and AI technologies to develop novel digital ownership solutions in the realm of art and collectibles.

Work Experience

Executive Director @ UltraDAO Studios
2021-Present — Remote

Founded a decentralized web3 creative studio focused on digital art products and collectibles. Supervised a team of digital artists, project managers, and developers, leading the creation of Woodies, a series of 10,000 unique digital collectibles and 3D characters.

* Steered the growth of product brands from inception including ULTRAPASS, Woodies, and Twelve Days of CryptoArt
* Generated multimillion-dollar revenue within the first six months
* Awarded "Best Environmental Initiative from an NFT project" at NFT NYC 2022

Vice President, Experience Design @ 10up
2017-2021 — Remote

Directed the design discipline for a global agency of 250+ staff spanning three continents and 16 countries. Orchestrated design vision, emphasizing collaboration and co-design practices.

* Grew the design team from 5 to 20 professionals, stationed across 12 time zones
* Contributed to a near doubling of agency revenue (~95%) within four years
* Successfully diversified team composition through inclusive hiring practices
* Expanded design services to incorporate content design, illustration, video production, and more

Co-Founder & Principal Creative @ Lift UX
2009-2017 — Remote

Steered a boutique team of designers and engineers, crafting apps and websites for diverse clients such as AMC Networks, Frito-Lay, and GoDaddy.

* Launched innovative interactive second-screen apps for acclaimed TV series, earning two Emmy nominations
* Hired and managed a small team of full-time and contract designers
* Grew website traffic for the product division to 2 million monthly visitors
* Successfully acquired by 10up in 2017

Front-End Developer at Enterprise Rent-A-Car
2007-2009 — St. Louis, MO

Developed front-end interfaces for B2B applications and B2C websites, liaising with UX designers and back-end Java engineers to execute new applications.

* Managed weekly deployments for enterprise.com and other customer-facing applications
* Provided QA support for monthly release cycles

Senior E-Commerce Web Designer at 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 at St. Louis Christian College
2005-2006 — St. Louis, 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

* Creative Direction
* Design Systems
* Hiring & Personnel Management
* WordPress Design & Development
* Resource & Budget Planning

* Design Operations
* Professional Development Planning
* Design Management
* Hiring & Growth
* Visual & Brand Design

Education

Missouri State University, Springfield, MO
2004

Attended Missouri State University (formerly Southwest Missouri State) for Graphic Design. Attended one semester, withdrew for medical reasons.

Saint Louis Christian College, Florissant, MO
2002-2004

Attended Saint Louis Christian College with a focus on General and Biblical Studies.