Christopher Wallace
Senior Product Design Director

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McKinney, Texas, USA

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

Design Director, Founder   Dec 2009 - Aug 2017
Lift UX — McKinney, Texas

• Led the design and UX for a range of digital publishing clients like The Next Web, AMC Networks
• 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 and other products

Senior E-Commerce Web Designer   May 2006 - Aug 2007
Network Solutions — Belleville, Illinois, United States

• Designed and developed e-commerce shops for small businesses, focusing on user-friendly
  interfaces
• Collaborated with clients daily to plan and design store templates, ensuring brand consistency
• Worked closely with brand designers to implement new identities throughout client shops, enhancing
  brand recognition

Technical Skills

• Design Systems: Storybook, Figma, component libraries, native apps
• Languages: JavaScript, TypeScript, HTML5, CSS3, SCSS
• Libraries/Frameworks: Svelte, SvelteKit, React, Next.js
• Performance Tools: Vercel, ImageKit, Lighthouse
• Additional: Web3, blockchain development, responsive design, accessibility best practices

Education

Missouri State University   2004
Graphic Design

Saint Louis Christian College   2002 - 2004
General and Religious Studies

Awards

Award: Best Environmental Initiative from an NFT project   2022
NFT NYC

Outstanding Creative Achievement in Interactive Media –   2015
Social TV Experience (Nominee), Mad Men: The Fan Cut
Emmy Awards

Outstanding Interactive Program (Nominee), The Walking Dead   2013
Story Sync
Emmy Awards