

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 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

**Lead 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

**Chief Design Officer** 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

## Principal Creative Director

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

## 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)*