Christopher Wallace

Senior Product Design Leader

Professional Summary

Two-time Emmy-nominated product design leader with 20 years of design 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.

Contact Information

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Work History

Senior Product Designer
Company: Candy Digital
Time Period: Mar 2024 - Present
Location: 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
Company: UltraDAO Studios
Time Period: Apr 2021 - Mar 2024
Location: 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
Company: 10up (acquired)
Time Period: Aug 2017 - Sep 2021
Location: 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
Company: Lift UX (acquired)
Time Period: Dec 2009 - Aug 2017
Location: 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
Company: Enterprise Rent-A-Car
Time Period: Aug 2007 - Dec 2009
Location: Clayton, Missouri, United States

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 and other customer-centric platforms, while providing QA support for monthly release cycles.

Senior E-Commerce Web Designer
Company: Network Solutions
Time Period: May 2006 - Aug 2007
Location: Belleville, Illinois, United States

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	Javascript/Typescript
Brand Identity	UX Design	Storybook
Creative Direction	Information Architecture	Web3
Design Systems	User Journey Mapping	SvelteKit
Component Libraries	Wireframes	iOS/Android
Adobe Creative Suite	User Research	Accessibility

Education

Missouri State University
Year: 2004
Program: Graphic Design

Saint Louis Christian College
Year: 2002 - 2004
Program: General and Religious Studies

Awards & Recognition

Year: 2023
Organization: Aesthetica Short Film Festival
Award: Official Selection, Woodies: Origin

Year: 2023
Organization: Deca (Decuration Council II)
Award: Most Valuable Gallery

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

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

Year: 2013
Organization: Emmy Awards
Award: Outstanding Interactive Program (Nominee), The Walking Dead Story Sync