Chris Wallace
designer, creative director, front-end engineer

Professional Summary Two-time Emmy-nominated designer, creative director, and front-end engineer with 15+ years of leadership in product and web design. Established record of pioneering innovative digital experiences for high-profile tech and media organizations including Google, Microsoft, Facebook, The Nobel Prize, and Starbucks. Former agency executive at 10up, Lift UX (both acquired).

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Work History

Design Director, Founder at UltraDAO Studios
Duration: September 2021 - Present
Location: 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 at 10up (acquired)
Duration: August 2017 - September 2021
Location: 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 at Lift UX (acquired)
Duration: December 2009 - August 2017
Location: 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 at Enterprise Rent-A-Car
Duration: August 2007 - December 2009
Location: Clayton, MO

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 at Network Solutions
Duration: May 2006 - August 2007
Location: 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 Saint Louis Christian College
Duration: April 2005 - May 2006
Location: Florissant, 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

- Product Design
- Design Management
- Creative Direction
- Design Systems
- Visual Design
- UX Design
- Information Architecture
- Javascript/Typescript
- Front-End Engineering
- Web3 (Blockchain/NFTs)
- WordPress Development
- SvelteKit Development

Education

Missouri State University

Graphic Design // 2004 // Springfield, MO

Attended Missouri State University (formerly Southwest Missouri State) for Graphic Design.

Saint Louis Christian College

Religious Studies // 2002 - 2004 // Florissant, MO

Attended Saint Louis Christian College with a focus on Religious Studies.

Awards & Recognition

- Official Selection, Woodies: Origin, Aesthetica Short Film Festival (2023)
- Most Valuable Gallery, Decuration Council II, Deca (2023)
- Outstanding Curation of a Tezos Collection Award, Gallery Awards (2022)
- 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)