



## Ian C. Wallace Visual Designer

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### Portfolio

[iancwallace.com](http://iancwallace.com)

### Email

[hi@iancwallace.com](mailto:hi@iancwallace.com)

### Phone

415.828.6769

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## Visual Design · 2D Illustration

Designer adept at crafting delightful cross-platform user interfaces, branding, and marketing campaigns, and, has a background in 2D illustration.

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### Experience

#### **Graphic Designer/2D Illustrator, 2016–Present** | Contractor/Freelancer, Santa Ana, CA

*Created branding and illustrations, and, produced graphic designs for digital and print.*

- UFC Gym Corp, Santa Ana, CA – Designed digital and print ads, collateral art, and photography.
- Gixo, San Francisco, CA – Animated emojis, and illustrated characters for ads and user interface.
- 24SevenTalent, Newport Beach, CA – CONTR at Traffik. Produced web ads, refined icons, misc.
- PwrDBy, Santa Monica, CA – Created two brand mascots for a mobile application.
- Menlo Pediatric Dental, Menlo Park, CA – Developed Branding for digital and print usage.
- Grace Dental, Palo Alto, CA – Created branding, marketing materials, and, web design consultation.

#### **Visual Designer/2D Illustrator, 2014–2016** | SurveyMonkey, Palo Alto, CA

*Defined and produced innovative designs across web, social media, and print.*

*Created cohesive illustration style used in all marketing materials.*

- Drove up conversions, user engagement, and CTR's through several redesigns, including:
  - + Homepage: an increase of 5+% more users, resulting in \$20M in profit increase.
  - + Newsletter: +90% in total clicks in North America and +11% in unique clicks worldwide.
- Illustrated ads that delivered nearly 90% reduction in cost to acquire a new user.
- Created engaging infographics, including one with 32K+ views, elevating it to among SurveyMonkey's most-viewed decks on SlideShare.

#### **Graphic Designer/2D Illustrator, 2011** | AUHS, Signal Hill, CA

*Developed designs for print & web, managing numerous projects concurrently and delivering each under tight deadlines.*

- Managed multiple projects, including:
  - + Comic book: given a story outline, I created the entire book from concept-art to pre-press.
  - + Email: designed, produced, and disseminated marketing emails.

#### **Graphic Designer/2D Illustrator, 2007–2010** | 454 Creative, Irvine, CA

*Partnered with team to establish art direction and deliver effective designs.*

- Lead designer on multiple print marketing campaigns.
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### Core Competencies

- Creative Art Direction
  - Branding
  - Iconography
  - 2D Illustration
  - Motion Graphics
  - Typography
  - Video Production
  - Photography
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### Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
  - HTML, CSS, jQuery
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### Education

#### **B.F.A.** | Web Design & New Media

Academy of Art University, San Francisco, CA

#### **A.A.** | Graphic Design

Brooks College, Long Beach, CA