



Ian C. Wallace
Visual Designer

Portfolio
iancwallace.com
Email
hi@iancwallace.com
Phone
415.828.6769

Visual Design · 2D Illustration

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

Experience

Visual Designer/2D Illustrator, 2016–Present | Freelance, Santa Ana, CA

Created branding and produced designs for web and print.

- Grace Dental, Palo Alto, CA – Branding, Marketing Materials, and web design consultation.
- Menlo Pediatric Dental, Menlo Park, CA – Developed branding for digital and print.
- PwrDBy, Santa Monica, CA – Created branding for digital app.

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 \$20+M 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.
- Produced engaging infographics, including one with 32K views, elevating its presentation 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: art directed, storyboarded, illustrated, and laid-out.
 - + Email: designed, produced, and disseminated marketing emails.
 - + Magazine: designed and produced layout of student bios.

Graphic Designer/2D Illustrator, 2007–2010 | 454 Creative, Orange, CA

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

- Lead visual designer on multiple marketing campaigns.
 - Created branding and print marketing materials.
 - Participated in producing interactive website with HTML and CMS.
-

Core Competencies

- Creative/Art Direction
 - Iconography
 - Motion Graphics
 - Video Production
 - Branding
 - 2D Illustration
 - Typography
 - Photography
-

Technical Skills

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

Education

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

Academy of Art University, San Francisco, CA

A.A. | Graphic Design

Brooks College, Long Beach, CA