



**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.*

- Traffik, Irvine, CA – Produced animated & static web banner ads, and refined iconography.
- PwrDBy, Santa Monica, CA – Created brand mascots for a mobile application.
- Menlo Pediatric Dental, Menlo Park, CA – Developed branding for digital and print.
- 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 \$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
  - Branding
  - Iconography
  - 2D Illustration
  - Motion Graphics
  - Typography
  - Video Production
  - 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