

# *DAVID A. WALLACE*

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A Dynamic Designer since the late 1980s with a background in concept and product development. Well versed in multimedia conversion with the ability to work across platforms ranging from physical materials to digital modeling. Including graphic design and production, product design and fabrication, video and photographic imaging and editing, and concept planning and modeling.

Specializing in a consistent ability to generate complete products from the ground up. Working both collaboratively and individually to efficiently move an idea from start to finish without sacrificing design quality or integrity. A team player who excels in going the distance to bring together creative solutions under realistic timelines to achieve empowering results.

## **AREAS OF EXPERIENCE**

**GRAPHIC DESIGN**

**WEB DESIGN**

**INFORMATION DESIGN**

**MULTIMEDIA PRODUCTION**

**CONCEPT RENDERING**

**PUBLISHING**

## **SOFTWARE AND LANGUAGES:**

Text and Graphical Formatting: QuarkXPress, Adobe InDesign, Pagemaker, Microsoft Word

Internet Based Media Arts: Macromedia Flash, Dreamweaver, HTML, CSS, JavaScripting, Adobe ImageReady

Photographic and Video Imaging: Adobe Photoshop, Premiere Pro; Apple Final Cut Pro

Data Base and Spread Sheets: Microsoft Access and Excel, Macromedia Coldfusion

2D Vector Illustration and Drafting: Autodesk AutoCAD, Adobe Illustrator, Macromedia Freehand

3D Computer Modeling: Alias Maya

## **EXPERIENCE**

### **DESIGNER**

Davis Design, Eugene, Oregon - personal design company: 2004-present

Website Design: dynamic web development, database driven content management, HTML, CSS, JavaScript, Flash interfaces and animations; Graphics, Images, Illustrations generated in Macromedia Freehand, Adobe Illustrator and Photoshop; video elements edited in Adobe Premiere Pro and Apple Final Cut Pro.

Graphic Design: company and product image, including brochures, logos and displays, concept art, rendering vector and 3-D CGI, photographic imaging.

Multimedia Structures and Installations: media display structures, tensile structures; including conceptual design and planning, fabrication: metal, wood, tensile fabric; air brushing.

Video and Animation: hand rendered stop motion and Macromedia Flash variations, DV Video edited in Adobe Premiere Pro and Final Cut Pro.

Graphical Layout: type and pagination; working directly with writers to compose and generate graphical content, image generation, illustration, photo editing, concept envisioning and development.

The Oregon Voice, University of Oregon - an arts and entertainment magazine: 2003-2004

Graphical layout: type and pagination; working directly with writers to compose and generate graphical content, image generation, illustration, photo editing, concept envisioning and development.

The University of Oregon, School of Architecture and Allied Arts, Multimedia Design: 2000-2004

Bachelor of Science Degree Program Graduate; activities including extensive project planning, discussion and conceptualization in the areas of information and communication design, design application, design theory, communication theory, hyper-text theory, information technologies, web design, interactive design, interactive technologies, applied technologies, design and art history; color theory, graphical production techniques, media arts; production experience in 2D and 3D vector graphical modeling and illustration, 3D modeling and sculpting, scale modeling, plan and perspective drafting, figure object and conceptual drawing; production hardware, hand and mechanical rendering devices and techniques, digital I/O, DV, still and motion techniques, imaging and editing, stop motion and computer animation.

Live Oak Bicycle Carts, Santa Cruz, California - bicycle trailer manufacturer: 1998-1999

Co-partner functioning as lead Design Consultant for this manufacturing business; activities focusing on product and production system design, part design, jig design; also including business planning, goal and objective setting; as well as new business development; specifically contract and client recruitment, PR and promotions involving direct sales and advertisement; generation of photographs and graphical content, layout and publication of advertising media including product catalogs.

Performance Courier, Boston, Massachusetts - bicycle company: 1996-1997

Bicycle Messenger, Product Designer, R+D; financial district document and package delivery; bicycle and graphical concept design, product design and testing, graphics design, event planning; R+D road testing the integrity of components and accessories in a great variety of weather conditions, year round, extreme performance based product evaluation.

Green Gear Cycling, Eugene, Oregon - folding "travel" bicycle manufacturer: 1994-1995

Line Technician sandblasting, powder coating and assembly, bicycle manufacturing; just in time manufacturing, work flow assessment, quality control, peer to peer coordination; product design, color scheme creation, jig design, part design, parts machining, electronic and gas welding practices.

## **EDUCATION AND TRAINING**

Bachelor of Science Multimedia Design, University of Oregon  
Computer Aided Drafting, Lane Community College  
Design Fundamentals, Massachusetts College of Art

Eugene, Oregon  
Eugene, Oregon  
Boston, Massachusetts

## **PROJECTS**

Multimedia Functional Sculptures: 1990-2004

Parade floats, tensile structures, media display structures.

Lead Designer: conceptual design and planning; overseeing fabrication: metal, wood, tensile fabric; air brushing.

"Michael Summersgill and Edward Brush" Senior Class Executive Office Race: 1987

Wellesley Senior High School, Wellesley Massachusetts

Marketing Director: PR, event planning, advertising, graphic design.

## **OTHER EXPERIENCE**

### **NON-PROFIT ORGANIZATION BUSINESS MEMBERSHIP 1990-2003**

As a volunteer functioning as a central participant and coordinator for a diverse set of NPO business objectives; planning and strategy, managing project budgets, managing capital and supply lines; scheduling, recruiting and managing volunteers; governing decision making; event planning, entertainment locating and booking; PR and advertising material design/creation and publishing.

Environmental Design Center, School of Architecture and Allied Arts, University of Oregon, Eugene, Oregon; People Power, Santa Cruz, California; CalPIRG, University of California, Santa Cruz, California.

### **OUTDOOR ADVENTURE SPECIALIST 1987-1998**

Group Leadership/Guiding in all major wilderness environments: ocean, river and mountain from coast to coast; with responsibilities consisting of: program development and coordination, logistics and supplies, procedural, technical safety instruction and supervision; equipment outfitting, equipment maintenance; orienteering and navigation, environmental education; client and program assessment; also including the business of sales, customer service, data entry, formulation of policy and procedure; equipment sales and rentals; ordering, shipping and receiving; PR and advertising.

Venture Quest, Santa Cruz, California; Performance Courier, Boston, Massachusetts; Peddler's Express, Santa Cruz, California and Eugene, Oregon; The Kayak Connection, Santa Cruz, California; Wild River Tours, Coloma, California; Wilderness Ventures, Jackson, Wyoming; Monterey County Board of Education Outdoor School, Boulder Creek, California; National Audubon Society, Hog Island, Maine; Massachusetts Audubon Society, Wellfleet, Massachusetts; Sports Replay, Wellesley, Massachusetts; Wellesley Ski Team, Wellesley Senior High, Wellesley, Massachusetts.

