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Creative Strategist

Objective - Intro

Award-winning Creative Director, with over 25 years' experience in agencies and a deep understanding of emerging media, digital strategy, online social dynamics is looking to find project/contract work that can leverage my unique skills from design to brand stewardship. In recent years, the creative part of my job has become more about the vision of all the available elements of contact and message. A broad-to-detailed creative approach to communicating the slurry of all the data into a single clear voice that equates the product or brand message. Creative Strategy.

I'm currently only able to work from home but can work on a variety of projects in different disciplines. I have an art and design background mixed with technical knowledge and how to market and brand. I have spent the last 5 years being more of a creative strategist who can visualize complex ecosystems into understandable, sellable projects or a global vision in how to do so.

Over the years, I have been the lead creative contact for the clients below and many others. I was also the creative/brand strategist for some. Much of this work I did for these brands I can do from home and/or virtually.



I have done work like this through VML/Y&R/Wunderman, which allowed me to have many, diverse clients on the B2B and B2C side. For example, PBC and Willie's Reserve with my last venture, RIVAL Creative, where we had a few big startup clients that we started with a name and built out brand bibles.

I don't usually get the calls for easy projects. They are either time-sensitive (I work fast) or where others have failed; I'm the ER creative (I love pressure to solve).

I would love to find a project where I can help a team market or a problem to solve.

I have been home for a year, not on my back but because of it, I have focused on my painting career, which is going well and sell monthly but doesn't cover the bills.

I'm looking for projects big or small throughout the year. I welcome quick turn projects and ones that are difficult.

Sincerely,



Co-Founder RIVAL Creative

Jan 2015 – Jul 2016

I was one of the founding members of RIVAL Creative. I brought in Willie's Reserve and PBC Champions Boxing as clients and was co-lead on all things creative.

PBC Premier Boxing Champions - Brand Development and Marketing including all brand development, national TV, radio and web.

Chiron Investment Management - Brand Development and Marketing

Willie's Reserve (Willie Nelson's cannabis brand) - Brand Development and Marketing

Executive Creative Director

November 2009 – 2013

VML, Inc. A WPP Company (WPPGY nasdaq), Seattle/Denver

- Brought back to support the Seattle office in winning work for **Microsoft Global** accounts, **T-Mobile Direct Marketing** (digital and traditional) and creative lead on new business for **Hawaiian Air, Expedia, Crocs** and **Amazon**.
- The heaviest work was in creative strategy, social media, extending campaigns, cultural entrenchment and complete customer lifecycle based on cultural effects and brand insertion.
- Conception of [Sound of Code](#) (turning code using an algorithm to match code characters into musical notes) and [Consumer to Developer](#) community for Microsoft.

September 2005 - 2009

Managing Partner - Transmuto LLC – Tech/Creative Company

- Transmuto is a holding company with software development, media properties and service/consulting divisions - skunkworks kinda thing
- Lead author on www.dhadm.com
- Clients and partnerships include:
 - Dell Computers (preferred vendor)
 - Media Contract with Federatedmedia.net
 - QuickerTouch SMS/ Coupons and Ordering for the Fast Food industry and casual dining. (Pizza Hut, Papa John's and Three Dog Bakery)
 - VML, Inc.
 - Young and Rubicam Brands

May 2007 – 2009

Managing Partner and Director of Design for Spiral16

- Spiral16 is a software development company with a focus on monitoring, tracking and visualization of complex data models.
- Clients and partnerships:
 - The Phoenix Suns
 - National Pizza Company

Video and or demo on request.

Partner – Group Creative Director

November 1999 – Sept 2005 VML, Inc. A WPP Company (WPPGY nasdaq), KCMO

Built a world class creative team delivering award winning work for Fortune 500 companies. Clients and achievements:

- **Burger King** – Interactive Agency of Record. Built the www.bk.com site with the much reported nutritional (.NET) wizard. In 2003 we redesigned the site in a proprietary IMS (Individualized Meta Site) format that allows us to change the look, feel and tone based on online advertising, on the fly using .NET architecture and Flash. Launched the new brand look and feel online.
- **Simon Malls** and business unit – Kiosk development, Kidgits touch screens for kids, developed design and marketing materials for Simon Data Direct. www.simon.com www.simondatadirect.com www.simonkidgitsclub.com
- **Microsoft** – Designed Buzz Machine framework for Servers and Tools, Creative Director on www.prepareforwindowsvista.com and illustrated various technical roadmaps and
- **H&R Block** – www.hrblock.com and online tax preparation site. Launched the HRB “green block” brand online.
- **Sprint** – Sprint Biz www.sprintbiz.com www.sprintworldwide.com
- **ACNielsen** – HomeScan Division, design and implementation of user centric portal for point system and rewards www.homescan.com is under development
- Won numerous awards for interactive development both locally and nationally including Macromedia Site of the Day for Burger King, national press for Burger King and Simon.com

- Contributed and designed digital vision documents and videos for Adidas, Microsoft, Simon Properties, Ford Motor Company, Burger King, Vanguard Funds and many other Fortune 500 companies
- Co-developed the software application SEER on behalf of VML/WPP that is used in every new business pitch. SEER is an application that monitors and tracks conversations online and provides detailed visual analytics of how and what the digital world is focused on. The application is one-of-a-kind and a differentiator in how VML/YRB/Wunderman approach business.
- Contributed to over \$20MM in new business on top of current client demand

Creative Director – Share Holder

April 1997 – November 1999

Valentine Radford Advertising, KCMO

Creative Director responsible for Interactive Department in a Traditional Advertising Agency, responsible for a team 22 people.

Started the ATG (Applied Technology Group) - An advanced thinking and rapid development division to take advantage of emerging trends in media.

Clients included:

- **NPC** – National Pizza Company (largest Pizza Hut franchise)
- **Pizza Hut** – Online marketing
- **BetterHomes and Gardens** – Built a digital asset management and ad builder using .eps(i) files for high resolution printing on a national scale (developed and built the software and the marketing behind the internal tool). The product was spun off as a separate business unit and sold nationally.
- **Balducci's** – Built the first ecommerce site for Balducci's gourmet grocery store. In a 2 month period we developed and launched a catalog ecommerce site that meet expectations and beyond. We also flew to NYC and installed web cams for celebrity watching since Christmas often brought in the stars.
- Guest speaker on The Walt Bodine Radio Show for Technology and the Future

Owner/Operator

1990 - 1997

Intersource & GrayMatter, KCMO

Advertising, 3D modeling, web development, product development, WAP development, mobile control design, industrial product design and digital video creation. Client List included:

- Arcom
- Beam Associates
- Novatech, Inc.
- HART Foundation (technical board for HART Protocol)
- LONworks (data over powerline technology)
- PrimeLink – Industrial Data over SkyTel 2-way pager network
- WorldWireless – IP addressed micro-web server for control of home and industrial devices
- WilTel – Division of Williams, logo development and tradeshow videos
- AT&T Tridom – Satellite Division of AT&T, video presentations, animations and technical illustration of low data usage networks

Education

Attended University of Kansas and The Kansas City Art Institute

- Studies painting, printmaking, photography
- Left to start my own company

Other Experience

- Creative and maintenance of www.aedairy.com
- Creative, branding and business model for www.myhut.com
- Developed creative and controls for wireless thermostat controls for use on Nokia Cell Phone, to control HVAC in Wendy's International Restaurants
- Developed RFID concepts for WinnDixie

Place to get to know me more:

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References

References are available on request