



Damon W Wallace

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Summary

Damon has spent the last 15 years designing for marketing, responsible for a full gambit of inbound and outbound print, web and display collateral. Most recently he could be found creating visual assets for Apple's international Marcom team. As Art Director, Damon was responsible completely rebranding two long-life supply companies, and co-authoring their subsequent web stores.

In addition to marketing, Damon is an illustrator and merchandising designer, creating thoughtful and visually compelling work for a variety of clients within entertainment industry, including Green Day, Michael Jackson Estate, Slipknot, The Rolling Stones, Nitrate Films and more.

Damon is currently Seeking new challenges in creativity and utilize his solution-oriented visual communication skill to produce top-notch graphics for the tech industry.

Experience

Schawk! at Apple Inc., Cupertino, CA
Marcom Screen Team
Photoshop Artist

2015 – 2016

Creation of high-resolution product images as well as retouching photography to be used worldwide for Apple marketing. Advanced Adobe Photoshop retouching, illustration, composition, and color correction is used to produce high-quality artwork in a fast-paced and fluid high-volume production environment, using team best practices.

Assets created by our team are deployed internationally for web, print, interactive and motion graphics. I also was part of the keynote presentation team that provided graphics for the large-scale Apple presentations at the Bill Graham Center, fall of 2015.

Continental Western Corporation, San Leandro, CA
Industrial Supplies, Strapping & Cordage
Photoshop Artist

2012 – 2015

Providing in-house design and workflow management for industrial product catalogs, web stores, email and social media campaigns, and additional marketing collateral. Product photography and mockup for packaging design. Device cross-platform UI design for online stores, including basic web administration and Acclaim B2C web store database interface management. PPC and SEO support. Resource & vendor management.

Our team developed and implemented 2 full-scale ecommerce webstores, built the infrastructure for 2000 item inventory tracking system, and totally updated the look and feel of two long-running industrial brand names.

Cinder Block Inc., Oakland, CA
Band Retail & Tour Merchandising
Production Artist

2011 – 2012

Illustration and design for retail and tour band merchandise. Product mock-up, marketing decks, packaging design, e-commerce and social media content, screen print color separation, large-scale print pre-press and output.

Sony Computer Entertainment America, Foster City, CA
Sony PlayStation marketing, retail and product information
Graphic Specialist

2010 – 2011

Design and layout for informational and marketing collateral for POP and installation display, web store, instructional inserts for software and packaging. Extensive experience working within chaotic time lines and a range of branding and project parameters, in simultaneous large-project life cycles, coordinating between managerial levels and departments, as well as colluding with outside vendors and partner companies.

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Experience Cont.	Damon Wallace Productions (self), Hayward, CA Owner/Principle Freelance illustration, design, layout, photography & graphics. Client and resource management. Clients included: Marvel Comics Group, Bravado USA, Boing Boing, Rudy's Can't Fail Café, Michael Jackson Estate, Nitrate Films	2008 – 2010
	Sun Yat-sen University, Guangzhou, China Teacher Western culture, written and conversational English for freshman and sophomore English and business majors. Curriculum and material design and administration. Lead conversation groups and provided individual tutoring. Exam administration.	2005 – 2008
Summary	California State University-East Bay, Hayward, CA Bachelor of Arts	2010
	Westwood College, Denver, CO, Online Division Associates Degree	2009
	Silicon Valley College, Fremont, CA Computer Graphics Specialist Certificate	1999
References	Raymel Cosca Photoshop Artist at Schawk!	(415) 572-1117
	Gabriel Serafini Founder and President of Serafini Studios	(415) 640-5984
	George Garcia Marketing Manager at Continental Western Corporations	(925) 809-5368