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Skills & Products

- Sign design, drafting & detailing
- Sign program & branding standards management
- Design for manufacturing
- Structural design
- Value engineering
- Conceptual design
- CNC files for production
- 3D modeling
- 3D rendering
- 3D printing
- 3D product configurators & interactive viewers
- Augmented reality

Software

- SolidWorks
- SolidWorks Visualize
- Shapr3D
- Corel Draw
- Adobe Illustrator
- Hotdoor Cad Tools

CHRIS M. CLARK | TECHNICAL DESIGNER

Every signage project has a moment where vision meets reality - and that's where I deliver. I am a branding specialist and technical designer with over 30 years of experience in the sign industry, working at the intersection of artistry, craftsmanship, and sophisticated design. I translate brand ideas into detailed drawings, 3D models, and interactive visuals that help stakeholders decide sooner, build with confidence, and install without surprises.

Raised in the suburbs of Philadelphia, some of my earliest memories are of playing in my grandfather's sign shop, watching him hand-letter and gold leaf signs. That early exposure, combined with time spent on construction projects with my father, shaped my love for creating visual experiences that balance aesthetics, function, and brand integrity. Today, I bring that same passion to high-profile branding campaigns for educational, medical and financial institutions, retailers, auto companies, and sports and entertainment facilities across North America.

Professional Overview

Engineering and Manufacturing. I approach design from every angle. Using 3D parametric modeling, rendering, and technical detailing, I create comprehensive construction drawings that guide projects from permitting and fabrication through final installation. I integrate emerging technologies like augmented reality to support visualization, streamline decision-making, and reduce errors. Skilled in designing for sheet metal, plastics, vinyl graphics, CNC routing, and 3D printing, I ensure every project is both creative and buildable.

Branding and Environmental Graphics. I collaborate closely with design teams to bring brands to life through compelling environmental graphics and signage programs. From conceptual design to detailed documentation, I help clients deliver visually engaging, functional, and on-brand experiences across multiple locations.

Project Management. I manage relationships with clients, vendors, and project teams to ensure seamless coordination from concept to installation. By integrating stakeholder feedback and anticipating real-world constraints, I deliver projects that are on schedule, on budget, and true to the original vision.

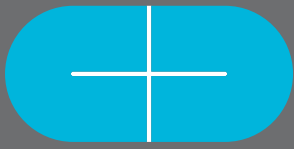
Experience

Founder and Technical Designer, 2025 Clark Technical Design - Philadelphia, PA

Clark Technical Design bridges the gap between vision and real-world execution by using 3D modeling, technical detailing, and clear documentation to turn complex ideas into precise, fabrication-ready solutions. We work with sign manufacturers and design teams throughout north america to bring clarity and precision to every project. With a deep understanding of sign components, materials and fabrication methods, we ensure that brand identities are not just visually striking but also structurally sound and buildable. From value-engineered branding solutions to detailed construction drawings, we help to keep projects on track, reduce surprises, and deliver quality from approvals through final installation.

We deliver documentation that is 100% tailored to your workflow. From sign manufacturers to design studios and architects, our deliverables fit seamlessly into your process to save time and reduce friction. Whether we're working within your standards and templates, building them from scratch, or applying our proven systems, your standards become our standards.

- 2D and 3D technical documentation
- Detailing for approvals, fabrication and installation
- CNC files for production
- 3D design and photorealistic rendering
- 3D technical animation and videos
- 3D product configurators and interactive viewers



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Education & Training

2025 • Lean Shop Mastermind

- Business and manufacturing management and efficiency

2022 • SolidWorks

- Advanced Drawing Templates and Sheet Format

2020 • SolidWorks

- 120+ hours professional training in:
- Advanced Assembly Modeling
- Sheet Metal Design
- Weldments
- Toolbox
- Driveworks & Visualize
- Including Multibody Parts
- Drawings with BOM
- Design Tables
- Equations
- Animated Exploded Views

2018 • SketchUp

- SketchUp Workshop

2017 • AutoCAD

- AutoCAD for Professionals

2015 • 3D Printing

- Advanced Manufacturing Technology, 3D Track

2000 • BFA Printmaking

- Kutztown University, Kutztown, PA

CHRIS M. CLARK | TECHNICAL DESIGNER

Experience Continued

Technical Design Manager, 2020 Cima - Chalfont, PA

- **Staff management, on boarding, and training:** Led a department restructure that resulted in the creation of a Technical Design Department; oversaw implementation of SolidWorks software and training; managed three full time staff members. Oversaw department hiring and training, including managing all on boarding activities and specialized software training; created internal and cross functional training materials for clients and staff in sales, project management, and fabrication.

- **Asset creation:** Created 3D models and detailed technical drawings using SolidWorks; developed training and promotional pieces using animated exploded views and rendered videos. Oversaw the creation of hundreds of 3D assets including LED and electrical components, built custom weldments library; created design library that included technical notes and reference material; created 3D models of various installation conditions.

- **Additional areas of impact:** Oversaw transition of entire team from in person to remote work, including implementing a collaborative virtual training program. Managed new hire process, including interviewing and on-boarding. Implemented the use of virtual, collaborative meeting spaces to ensure transition to remote work was seamless and effective.

- **Sign programs included:** Five Below, Post Brothers, Rite Aid, Top Golf and Warehouse Cinemas

Senior Technical Designer, 2017 to 2019 Cima - Chalfont, PA

- Created detailed 2D technical drawings and documentation for sales, permitting, manufacturing and installation of signage; drawings include all structural, electrical, color and material details; prepared photo renderings and architectural elevations.

- **Asset creation:** Developed hardware matrixes for various installation conditions. Developed 2D library of parts for use by entire design department. Created SOPs for design requests and libraries of guidelines including technical references and ADA reference guide.

- **Department leadership:** Set standards for quality through creating and organizing program material and construction standards. Streamlined and standardized department design practices; standardized design and drawing templates and developed drawing standards and best practices for technical documents; created fabrication guidelines for major sign programs; developed and implemented quick reference sign family templates and program standards templates. Developed technical reference guide including material use, available sizes, and shipping capabilities.

- **Additional areas of impact:** Key leader in interior design planning for new office space. Designed lighting used in kitchen and elements of a historic display in corporate suite. Designed an innovation lab; chose furniture and example sign materials to be installed for use in training and sales meetings.

- **Sign programs included:** Abra, Carvana, Five Below, Pep Boys, Philadelphia Phillies & Walgreens

Project Engineer, 2003 to 2017 Philadelphia Sign Company - Palmyra, NJ

- Incorporated value engineering, an appreciation for aesthetics and graphic design along with knowledge of sign materials and fabrication methods to prepare detailed construction drawings for high profile branding campaigns throughout North America.

- **Additional areas of impact:** Responsible for preparing renderings and permit drawings, creating production art for plotters and routers, prototyping and product research, ATM surround design, and generating bill of materials.

- **Sign programs included:** Allstate, AT&T, Bank of America, Citizens Bank, Chase, Drexel University, GE, Hertz, Jefferson University, Merrill Lynch, Regions, Santander, Target, TD Bank, and Wells Fargo

Lead Designer, CNC Operator, Project Manager, 2000 to 2003, Bright Sign & Maintenance - Reading, PA

Lead Designer and Sign Technician, 1999 to 2000, Patterson Enterprises - Bechtelsville, PA

Apprentice Designer and Sign Technician, 1992 to 1999, Mace Signs - Pottstown, PA