

CHRIS M. CLARK | TECHNICAL DESIGN

chris@chrismclark.com
www.chrismclark.com

Skills

- Sign design, drafting and detailing
- Sign program & branding standards management
- Design for manufacturing
- Structural design
- Value engineering
- Conceptual design
- 3D modeling
- 3D rendering
- 3D printing
- Augmented reality

Software

- Solidworks
- Solidworks Visualize
- Sketchup
- Shapr3D
- Corel Draw Graphics Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dimension
- Adobe Aero
- FlexiSign
- Proficient on both Mac and PC platforms

Summary

I am a branding specialist and technical designer working at the intersection of artistry, custom craftsmanship, and sophisticated design. I am a problem solver, an innovator, a creator. I use my knowledge of materials and fabrication methods, while weaving together form, function, and brand attributes, to create engaging designs with classic elements and modern impact. By balancing cost, function, and brand identity, I work with customers to create exceptional products that evoke emotion and inspire interest.

Professional Overview

Engineering and Manufacturing. I view the design process from every angle. Using 3D parametric modeling, 3D rendering and technical detailing, I create comprehensive construction drawings to document the process from permitting and fabrication through final installation. I am experienced in the use of augmented reality for visualization during the design and manufacturing processes and I am enthusiastic about using emerging technologies to aid in these processes. I am proficient in designing for fabrication including sheet metal, plastics, vinyl graphics and other materials, and adept at designing for and operating CNC routers and 3D printers.

Branding and Environmental Graphics. I effectively collaborate with design teams to bring brands to life using compelling and highly creative solutions. I have substantial experience developing documentation for entire sign programs and designing environmental graphics for prestigious educational and medical institutions, well-known retailers, financial institutions, auto companies and sports and entertainment facilities.

Project Management. I am exceptional at managing relationships with clients and vendors while utilizing stakeholder feedback to generate outstanding results. I am experienced in managing projects from conception through installation, while working with project teams made up of architects, designers, sales staff, fabricators, installers, and contractors.

Experience

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

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Education & Training

2020 - Solidworks 120+ hours professional training in:

- Weldments
- Sheet Metal
- Assemblies
- Multibody Parts
- Drawings with BOM
- Toolbox
- Design Tables
- Driveworks
- Equations
- Animated Exploded Views
- Driveworks

2017 - AutoCAD - AutoCAD for Professionals

2015 - 3D Printing - Advanced Manufacturing Technology, 3D Track

2000 - BFA Printmaking Kutztown University, Kutztown, PA

More About Me

I grew up in the suburbs of Philadelphia. Some of my earliest memories are of playing in my grandfather's sign shop and watching him hand letter and gold leaf signs. I have always been a composer of visual imagery; as a child I enjoyed making crafts and as a teenager, I spent the summers doing construction with my father and working in my grandfather's sign shop. I went to college for fine art and thought I'd be the next Rauschenberg, but found technical design to be a fulfilling way to blend my skills and interests with my appreciation for architecture and craftsmanship. Now I live in Philadelphia and enjoy the vibrant creative community it provides. Whether it be hiking, camping or snowboarding, I prefer to spend my free time outdoors enjoying fresh air and finding my next adventure.

Experience Continued

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 2019 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