

CODY CASALE

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EDUCATION

Rhode Island School of Design, "RISD" Providence, RI 2005-2009

Bachelor of Fine Arts, Industrial Design.

SPEOS Photography School, Paris, France 2009

One month long study abroad photography class.

Tejo Remy Impromolding class, Philadelphia, PA 2010

Concrete furniture design workshop.

SKILLS

Design

Innovation: Ideation, Brainstorming, user research, problem solving and presentation.

Process: Sketching, rendering, model making, orthographic/control drawing and blue sky diagramming.

Hands On: Furniture design, metal machining, and wood/metal/composite/sustainable fabrication.

Computer

PC & Mac platforms. Programs include: Photoshop, Illustrator, Indesign, as well as Graphite and Solidworks.

Some uses and skills include detailed photo alteration and rendering, precise illustrator line work and graphics, CAD modeling/design as well as realistic CAD rendering.

Artistic

Illustration: Figure drawing, observation sketching, caricature/cartoon drawing. Various works done in pencil, charcoal and ink.

Painting: Different types of subject matter using acrylic, watercolor, gouache and spray paint.

Public: Large scale mural painting, urban street art and graffiti styling.

WORK EXPERIENCE

Design

Josh Owen LLC, Intern, Philadelphia 2010 (Duration: 6 months, team of 4)

Researched and studied possible user groups with team (on site) Brainstormed, designed and modeled

(CAD and hand models) high end home accessories. Organized and led group critiques.

Created product presentations for companies: Normann Copenhagen, Areaware, Alessi and Cassamania.

Supervised the inspection of manufacturer prototypes for problems and flaws.

Self Employed, Designer, Philadelphia PA, 2010 (Duration: 2009- present)

Designed, built and molded a prototype rear spoiler for an Acura RSX.

Marketed the design on a web forum and my personal website.

Compared pricing and quality of different Philadelphia based composite manufacturers.

Senior Thesis Studio, Student, RISD 2009 (Duration: one semester/ 4 months)

Individually selected for the class. 12 students were picked out of the 100 industrial design students for this studio.

Developed and tested an automotive aerodynamic full underbody concept and prototype for fuel economy and performance.

Documented results were posted on a user specific web forum (130,000 members) to receive constant feedback.

The finished project was presented in front of the senior class and local professionals under strict time restraints.

Freelance

Conceptual Design Sketching, Consultant, Phase One Design, 2009 (Duration: 2 weeks)

Sketched and rendered concept ideas for a new Casino/ Cruise Ship Kiosk, completed under a strict deadline.

The sketches were rendered in pen, marker and colored pencil.

Design Research, Consultant, Fuzion Design, 2009 (Duration: 2 weeks)

The project research was based in Philadelphia, completed for a Pawtucket, RI, design firm.

Photographed interior spaces and collected data measurements for the design of a children's cargo carrier in family SUV's.

Graphic Logo Design, Consultant, Edge Dance Studio, 2008 (Duration: 1 month)

Designed a urban styled company logo and identity for a local dance company.

Sketched and presented concepts to the client. Revised the final idea and illustrated the logo using Adobe Illustrator.

Directed the clients to use the logo on the store front awning, posters/flyers, and dance attire.

Other

Advance Auto Parts, Sales Associate, Glenside, PA, 2010 (Duration: Jan. 2010-present)

Assist customers in finding specific automotive parts, perform certain automotive needs and give advice on problems they are having.

Deliver parts to local commercial shops and act presentable and personable to all customers.

National Junior Tennis League, Site Manager, Philadelphia PA, 2008 (Duration: 6 seasons, summer months)

Taught tennis to children ages 6-16 including coaching game and match play skills, life skills and mannerism on court.

Philadelphia Mural Arts, Painter, Philadelphia PA, 2004 (Duration: 1 month)

Contributed to the beautification of Philadelphia's neglected areas, painted large scale murals among a team of muralists.