

Cody Casale

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Designer

I am a product and automotive person with five years of client-facing experience who loves to work with a cross-functional team to develop products for future markets. I aspire to take on new challenges to solve complex problems within tight deadlines. My skillset is multi versed, including 2D and 3D applications to rapidly generate new concepts, and transform them into workable prototypes. I have in-depth experience with full size clay modeling and large scale 3D printing, which can be used for automotive product innovation. I am also skilled with the post production and marketing side of the product cycle, to create 3D visual assets and realtime visualization that is essential for product configurators, press releases, build and price and more. Contact me and find out how we can design a great product together!

Professional Experience

DASSAULT SYSTEMS 3DExcite | Los Angeles, CA 2016 - Present

Visualization Consultant @ Honda

- Prep and visualize engineering data, optimize it for real-time VR/AR/XR technology.
- Achieved a record of a 250% ROI as measured by expense ratio through creating high-fidelity real-time rendering and interactive content.
- Increased the client scope to a wide range of departments within Honda and Acura headquarters.

BALLADE SPORTS | Los Angeles, CA 2017 - Present

Automotive Designer

- Designed, modeled and prototyped new products using Autodesk Alias from 3D scan data.
- Simplified manufacturing pipeline by communicating with CEO various ideas for future use.
- Modified OEM automotive parts, to be sent to China for reverse engineering.

RYWIRE & THE BIG MIKE | Los Angeles, CA 2016 - 2017

Automotive Aftermarket Designer

- Collaborated with top tier public figures in the industry to develop exterior re-design for SEMA projects.
- Full size clay modeling of aftermarket components, and composite one- off parts within extremely tight deadlines.
- Achieved top 10 finalist for the Big Mike Honda Prelude and top 25 for the Rywire S2000: SEMA Battle of the Builder competition.

MAKEIT INC | Los Angeles, CA 2016

Automotive 3D Printing Specialist

- Supervised 3D printer assembly from the ground up, including QC testing and programming.
- Developed and managed automotive research for prototyping and manufacturing.
- Presented to potential customers about specialized design processes for large scale printing.

DELOREAN MOTOR COMPANY | Los Angeles, CA 2015 - Present

Automotive Designer

- Collaborated with DMC CEO and President to develop new exterior concepts for a NDA based project.
- Technical work included: hand sketching, 3d scanning, 3d Alias modeling and 3d rendering for presentations.
- Involvement with film and production crew to capture our design process for a tv show.

Education

Master of Science in Transportation Design | Art Center College of Design

Bachelor of Science in Industrial Design | Rhode Island School of Design

Publication & Awards

- Top 10 Finalist of the SEMA 2016 Battle of the Builder Competition: Big Mike's Honda Prelude. Custom widened front fenders, front bumper and custom upper grill duct designed by Casale Design LLC.
- Featured in commentary on "The Hoonigans" Youtube 2018 coverage of the Rywire S2000 "Worlds Cleanest Honda S2000". This car was a cover car on Super Street magazine, with mention of custom exterior work done by Casale Design LLC.