

Cody Casale

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Portfolio: <https://codycasale.com/portfolio-3/>

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Qualification Summary

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. My skill set is multi versed, including 2D and 3D applications to rapidly generate new concepts, and transform them into workable prototypes. Success stories include collaborating with top tier automotive brands / individuals to output high end products and vehicles that challenge expectations.

Professional Experience

DASSAULT SYSTEMS 3DExcite | Los Angeles, CA

2016 - Present

Visualization Consultant @ Honda Headquarters

- 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.
- 2D rendering using DELTAGEN of vehicle exterior, interior, mechanical and accessories.
- Realtime 3D model client facing work to hunt camera angle, lighting and concepts and configuration.

AFTERMARKET CAD CONSULTING | Los Angeles, CA

2016 - Present

Automotive Aftermarket 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.
- 3D Scanned OEM automotive parts for clients to then use to R&D using Alias to produce full size STL Files.
- Collaborated with top tier public figures in the industry to develop exterior re-design for SEMA projects.
- 10+ years experience with composite tooling and 6+ years experience with Alias to 3D Print to tooling molds.
- Visualized Alias models using VRED for presentation purposes.

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 - 2018

Automotive Design Consultant

- 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

- Turn14 Distribution / Period Correct (Costa Mesa) special debut Electric S2000 by Rywire Motorsport electronics. Casale Design LLC as lead exterior designer for this vehicle.
- 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.