Christopher J. Grasso

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Designer with expertise in web, print, product, exhibit and interaction. Extensive knowledge of 3D modeling and photo-realistic rendering for product design, architecture, and civil engineering/road design applications. Proficient in qualitative design research techniques leading to actionable insights. Experienced with project management and client interaction to fulfill customer needs and satisfaction. Imaginative and passionate about design.

Education

Arizona State University
- Master of Science in Design, Industrial Design (Human Factors concentration), 2008. Thesis title: "Assistive Technology and Activities of Daily Living for Wheelchair Users," advisor D. Herring.

Rochester Institute of Technology
- Bachelor of Fine Arts, Industrial Design, 2002.

Technical Expertise:

Graphic design (Adobe Illustrator CS6, Photoshop CS6, Wordpress 3.5, CSS + HTML)
- Responsive web design
- Logo design and company branding (business cards, brochures, letterhead, invoice & quote layout)
- print design (posters and graphics for conferences and trade shows)
- Social media layout, integration, and maintenance

3D modeling and rendering (Rhino 3D 4.0, 3ds Max 2012, V-Ray renderer, Sculptris)
- Design, modeling and rendering of products; architectural renderings
- Product animations of features and movements; fly-by animations

Creation of virtual reality (VR) 3D environments (UC-Win/Road 6.0, certified expert, Google Earth Pro)
- Real-time 3D engine used for visualizing concepts in road design, traffic and signaling, bridge and highway infrastructure, architectural design, and driving simulation environments in immersive presentations
- Unlimited perspectives of a model with the ability to fly around the VR environment with a 3D mouse
- Fly-by animations rendered out to HD video

Exhibit design (3dsMax 2012, V-Ray, Google Sketchup 8 Pro)
- Booth design for a 20' x 20' exhibit, including booth layout, structure, lighting and graphic elements
- Fly-by animation rendered in HD for YouTube

Other Skills
- IT support (Microsoft Server, Microsoft Exchange, VMware, Team Viewer, Zopim, Zendesk, Harvest)
- Camtasia Studio, Microsoft Office, POV-Ray, tinkering with and building PCs, familiar with Adobe After Effects

Professional Experience

Plexus Technology Solutions, LLC – Web Designer and IT Support   August 2012 - present

Design tasks include development of Wordpress websites, maintaining and updating multiple sites, company branding (logo, brochure, business cards, letterhead), social media layout and integration, subdomains and database creation for test dev environments, ftp and MySQL backups, site migrations. IT support involves small business server and desktop support, networking, hardware troubleshooting and replacement, and virus and malware removal.

Forum8AZ LLC – Project Manager and VR Design Specialist   February 2009 – September 2012

Design and development of interactive 3D presentations for civil engineers, architects, planners, and regional/international transit authorities and municipalities. Roles include project coordination, client interaction, 3D artist, software support and training, and technical representative at national and global transportation technology conferences.

World16 VR Research Group – Technical Support Lead and Project Coordinator   January 2007 – December 2011

Coordinated research projects for a network of 16 VR technology researchers at universities in nine countries. In four years, World16 produced dozens of publications in international journals, design tools for industry-standard 3D packages, and an efficient framework for remote collaboration and technology development.

Herberger Center for Design Research – Research Assistant, Digital Phoenix Project   January 2006 – January 2009

Developed an interactive 3D VR city model of downtown Phoenix as part of an interdisciplinary research grant. Collaborated with the departments of computer science, engineering, and sustainability to develop a set of tools to better understand urbanization and future growth of the Phoenix metropolitan area.

RC2 Corp – 3D Modeling Consultant   Summer 2008

Model fabrication and photorealistic renderings of children's toys for the Learning Curve™ line.

Awards

- "Top 10 Best Paper" presented for eCAADe 2010 conference paper *World16* on virtual reality design research, Sept. 2010.
- "Industry Foundation Class Award" presented for submission at Tokyo Build Live 2010, a 48-hour competitive design charrette, Sept. 2010.
- "Technology Award" presented for *VR Micro Traffic Simulation*, 7th Annual Forum8 Tokyo Design Festival, Nov. 2008.
- Digital Phoenix model featured in Phoenix Mayor Phil Gordon's "State of the City" address, May 2008.
- "Honorable Judge Award" presented for *Digital Phoenix VR Model*, 6th Annual Forum8 Tokyo Design Festival, Nov. 2007.

Publications

Kobayashi, Yoshihiro, Grasso, Christopher J., and McDearmon, Michael J. "World16: Innovation and Collaboration in VR Technology", Proceedings of the eCAADe, Zurich, Switzerland, 15-18 Sept., 2010. (Selected as a Top 10 Paper and published in the Journal of Automation in Construction, 2011)

Grasso, Christopher J., McDearmon, Michael J., and Kobayashi, Yoshihiro, "Virtual Driving and Eco-Simulation: VR city modeling, drive simulation, and Ecological habits," ACM Proceedings of the symposium on Simulation for Architecture and Urban Design,   Orlando, FL, April 12 – 15, 2010.

Kobayashi, Yoshihiro, Grasso, Christopher J., McDearmon, Michael J, and Baker, Reid E., "VR Application for Driving Simulation", Proceedings of ASCAAD 09, Bahrain, May 2009.

Acknowledgements

Kobayashi, Yoshihiro. "Design and Simulation for Architectural Geometry," Symposium on Simulation for Architecture and Urban Design (SIMAUD), Boston, MA 2011.

Yuanyuan Li, Eugene Zhang, Yoshihiro Kobayashi, Peter Wonka, "Editing Operations for Irregular Vertices in Triangle Meshes", ACM Transactions on Graphics. 2010. (accepted for publication, proceedings of Siggraph Asia, Seoul Korea 2010)

Yuanyuan Li, Fan Bao, Eugene Zhang, Yoshihiro Kobayashi, and Peter Wonka, " Geometry Synthesis on Surface Using Field-Guided Shape Grammar", IEEE Transactions on Visualization and Computer Graphics, 10 Feb. 2010. [IEEE computer Society Digital   Library.]

Subhrajit Guhathakurta, Yoshihiro Kobayashi, Mookesh Patel, Janet Holston, Tim Lant, John Crittenden, Ke Li, Goran Konjevod, and Karthikeya Date. "The Digital Phoenix Project: A Multidimensional Journey through Time". In Guhathakurta, S. Hagen H., and Steinebach, G., eds. Visualizing Sustainable Planning. Heidelberg: Springer, p159 – 186, August 2009