



CODY CLARK

PRINCIPAL, DIRECTOR OF LOS ANGELES OFFICE

Cody Clark serves as the Principal and Director of the new Los Angeles office for RSM Design. He will fuse his past experience as a Global Leader of Environmental Graphic Design with RSM Design's established industry leadership to create an exciting evolution for our studios. Cody's expertise has contributed to an exemplary portfolio of award winning projects, industry publications, speaking engagements and design education over the past 25 years.

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He has built an award-winning career by creating contemporary storytelling within architectural and public space environments. Cody believes in building projects around a client informed process which is led by asking great questions, resulting in meaningful and economically successful projects. He specializes in transmedia solutions using platforms in wayfinding, environmental graphics and media-driven surfaces for mixed-use retail, residential, office, city/civic, and hospitality projects. He has a strong voice within the industry by developing a range of speaking engagements around topics ranging from technology led experiences to the future of wayfinding and mobility.

His contributions on first-in-class, globally significant projects include: the city-wide wayfinding for Downtown Las Vegas, Nevada, wayfinding and placemaking for the Zaha Hadid designed retail component for Citylife, located in Milan, Italy, wayfinding for the museum within the Harbour City Project located in Pudong, China, and he most recently created wayfinding for the Richard Meier & Partners Architects residential/hotel project located in Beverly Hills, California.

In addition to his contributions within the profession, he has focused on the development of Spatial and Branded Graphics curriculum, as an instructor in the Environmental Design Department at Art Center College of Design. He currently instructs classes within the Undergraduate and Graduate Programs ranging from Exhibition Design, Portfolio Studio to specialty sponsored or topic studio classes.

EXPERTISE

Transmedia Platforms of Storytelling
User-Centered Design
Multi-Modal Wayfinding Strategy
Visioning and Brand Strategy

EDUCATION

Art Center College of Design, Bachelor of Arts, Graphic Design

PROFESSIONAL AFFILIATIONS

SEGD (Southern California Chapter Chair 2011-2013)

SPEAKING, PUBLICATIONS, AND ABSTRACT TOPICS

Future of Wayfinding in a Multi-Modal Environment
Evolution of Guest Experience
Be:Global, Be:Local
Evolving Role of the Environmental Designer
Blending Technology and Traditional Processes