



smartdesign

DISTINCTIVE DIMENSIONAL DESIGN

studio
overview,
capabilities,
philosophy

www.smartdesign3d.com

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Corporate History and Experience, Smart Design Inc.

Smart Design's corporate history has evolved in its 15 year history to become an internationally recognized premier display fabrication and design studio. Smart Design's unique dimensional design and carvings combined with innovative craftsman finishes has created a unique niche for the studio. Smart Design was established as a sole-proprietorship in 1995. Since then, Smart Design has incorporated and continues to be a small, woman-owned, veteran-owned business in the Washington, DC metro area. Shelly McMahan is president and sole shareholder. She has been dedicated to the development and manufacturing of quality exhibits and displays, supported by a talented and highly skilled staff.

Smart Design stays up to date on current cutting edge equipment, software and processes as well as invests heavily in talent and experienced craftsmanship to produce the quality pieces the studio is recognized for and is why it is continuously featured in many trade related magazines.

Smart Design's sole location is set in a 5,500 square foot facility in Woodbridge, VA, just 20 minutes south of Washington DC and is home to a fully staffed design department, state of the art manufacturing equipment and complimented by a support staff of 7 employees. Smart Design has enjoyed successful completion of many hi-profile, unique display projects. The studio offers many three dimensional alternatives and unique finishing process not possible by our competitors and most are designed and manufactured completely in house.

Based on Smart Design's flawless track record, the studio has become the leading source of many of the high end custom exhibits in the Pentagon, completed over the years either directly or as a sub-contractor for other exhibit companies or designers. Smart Design's customer's include the following:

- Office of the Secretary of Defense, Graphics
- Secretary of the Navy, Facilities
- Air Force Graphics
- Air Force Art Program
- Defense Finance and Accounting Service
- The Institute of Heraldry, US Army
- White House (TIOH), Presidential Seal
- US Coast Guard
- Department of Defense Concessions
- Business Transformation Agency
- DOD Installations and Excellence
- DOD Comptroller
- Pentagon Force Protection Agency
- US Army (G-1, G-4)
- Joint Chief of Staff, Pentagon
- National Military Command Center
- Sergeant Major of the Marine Corps
- FBI
- Armed Forces Services
- BRTRC
- Crabtree and Co.

See Smart Design personnel resume's for applicable key personnel.

Equipment and Capabilities

HARDWARE

- Gerber Sabre 408 with spindle (4' X 8')
- Gerber Sabre 404 stand alone large format machine engraver with option for routing (4' X 4')
- MultiCam 3000 Series with Auto Tool Changer and I-Cut Feature (5' X 10')
- Roland MDX-40A Rapid Prototyping Machine
- Roland Versa Cam Eco Solvent Large Format High Resolution Digital Printer
- Laser Pro Explorer 100W Water Cooled Large Bed Laser Engraver (30" X 22")
- Gerber Edge Thermal Foil Printer
- 15" and 30" Vinyl Plotters
- Sandblaster Cabinet
- Painting Spray Booth
- Full Service Wood Shop Capabilities

SOFTWARE

- ArtCam Pro Version 9 3D Modeling Software
- Rhino 3D Modeling Software
- Blender 3D Modeling Software
- 3D Max Modeling Software
- True Space 3D Modeling Software
- Sketch Up Modeling Software
- Adobe Creative Suite 2-4
- Adobe PhotoShop
- CorelDraw
- Turbo CAD
- Auto CAD 2000
- FlexiSign Pro
- CAS-Mate
- Gerber Composer
- Gerber ArtPath
- Enroute
- PhotoGrave

Shelly McMahan

TITLE

President

RESPONSIBILITIES

Assess exhibit space to establish approach to storyline. Assess relative weight of each topic or theme. Develop interpretive approach, including hierarchy of messaging in both exhibits and graphics. Identify major objects to be incorporated into the space. Identify images to be incorporated into the exhibits and graphics. Determine best uses of exhibit space with regard to visitor experience. Incorporate ADA requirements into three dimensional design, including clearance pathways and display heights. Design three-dimensional displays for housing objects, graphics panels, and multi-media components. Oversee exhibit fabricators selected to build exhibits. Prepare RFPs for exhibit fabricators to bid on exhibits. Specify materials, including construction materials, colors, and techniques for displays. Prepare meeting reports summarizing discussions and decisions. Responsible for all financial and personnel management of company.

EXPERIENCE

1995-Present

Smart Design, Inc.

Involved in experienced in all facets of the exhibit industry with emphasis on displays and three dimensional reproduction of art.

Experienced with design, fabrication, estimating and operations. Project Management for new and existing projects.

1993-2003

Headquarters U.S Air Force

Pentagon, Washington D.C.

Visual Information Specialist, GS-1084-12

Provide direct visual arts project consultation, planning, design and artistic services using sophisticated graphics imaging and production systems, to functional offices of the Secretary of the Air Force, Chief of Staff and the Air Staff. Assigned as a Chief of Staff cadre team member to provide visual communications products and services on Air Force projects used internally and externally, at and by the highest echelons of government, to Congress and the White House, to commercial industry and to international audiences. Consult and advise Chiefs of Staff action officers, suggesting media to be used in displaying a presentation. Responsible for the production of all displays & exhibits for Chiefs of Staff.

1989-1991

U.S. Army Federal Civil Service

Frankfurt, Germany

Illustrator, GS-1020-07

Team leader of graphics shop preparing computer generated presentations. Trainer and operator of Dicommed D-80 design station. Supervisor of military illustrators. Prepared cost estimates on proposed work and compiled actual cost on completed work. Set priorities and deadlines. Served as special projects illustrator to Lieutenant General Joulwan, originating and preparing complex special illustration work such as portrait paintings, renditions of structures, landscapes or various objects in a variety of media. Responsible for the production and security of classified material.

1984-1989

U.S. Army/Active Duty

Illustrator

Prepared illustrations for manuals, pamphlets, operation orders, and similar types of publications. Provided supervision, guidance and innovation to unit on translating ideas into visual form. Exercised complete and thorough knowledge of a variety of art media.

EDUCATION

MASTERS INSTITUTE, San Jose, CA

Graphic Arts

Bob Seffinga

TITLE

Client Liaison, Project Manager

RESPONSIBILITIES

Coordinate all resources to identify needs for creative production support. Manage and schedule the production of varied forms of marketing communications collateral and media ensuring that deadlines, budgets and quality controls are maintained. Work with others to coordinate, schedule and complete projects. Provide information and research that assists fellow associates in developing bid submissions with detailed production specifications and budgets. Develop production schedules for art and design projects, and work with others to allocate jobs to artists and route art and design projects through the creative process. Work with designers, and others to make all necessary client revisions and proofs. Coordinate all internal and external resources and activities necessary to accomplish project objectives. Supervise and coordinate all outsourced graphic production. Prepare RFPs for material bid on exhibits. Prepare meeting reports summarizing discussions and decisions.

EXPERIENCE

2009-Present
Smart Design, Inc.

2005-2009 Composition Systems, Inc. Falls Church, VA.
Production Manager

Involved with client meetings, site surveys, prepare dimensional layouts from site surveys, interact with clients to determine needs, work out details, provide estimates, assist with fabrication and installations. Program files to be cut on CNC router and operate table for cutting materials for fabrication, Work with sales staff and management for special projects and schedule installations with sales and installation personnel.

1998-2005 Infinite Photo & Imaging Springfield, VA
Production Manager

Involved with client meetings, site surveys, prepare dimensional layouts from site surveys, interact with clients to determine needs, work out details, provide estimates, assist with fabrication and installations. Program files to be cut on CNC router and operate table for cutting materials for fabrication,

1990-2002 ArtcomPlus Inc. Alexandria, VA
Owner

Worked with clients to provide guidance, design, fabrication and installations of display graphics at the Pentagon, DISA, DDESS, DEA, DoDEA, DOE, DOJ, other government agencies and commercial accounts.

Charles Snyder

TITLE

Production Manager

RESPONSIBILITIES

Supervise and coordinate all outsourced graphics production. Serve as primary operator for all graphics finishing functions. Coordinate all resources to identify needs for creative production support. Manage and schedule the production of varied forms of communications and media ensuring that deadlines, budgets and quality controls are maintained. Work with others to coordinate, schedule and complete projects within the studio. Provide information and research that assists fellow associates in developing bid submissions with detailed production specifications and budgets. Develop production schedules for art and design projects, and work with others to allocate jobs to artists and route art and design projects through the creative process. Work with designers, and others to make all necessary client revisions and proofs. Coordinate all internal and external resources and activities necessary to accomplish project objectives.

EXPERIENCE

2004-Present
Smart Design, Inc.

1998-2004 Showsites, Inc. Woodbridge, VA
Production Manager

Involved in all aspects of the exhibit industry. Emphasis on fabrication, estimating and production. Oversee and supervise workflow of design, material ordering and construction.

1987-1998 CS Exhibits Woodbridge, VA
Vice President-Production Manager

Involved with all aspects of the daily operation of company. Responsible for fabrication, design and production of all display projects. Involved in customer service and marketing of company products. Supervised installations of displays created.

1984-1987 Arron Group Alexandria, VA
Production Manager

Involved with design, material ordering and fabrication of displays. Supervised daily operation of the staff of fabricators.

1977-1984 Exhibit Aids, Inc. Beltsville, MD
Graphics Specialist

Involved with all aspects of production of graphics. Products included printing, silkscreening and graphic layout.

Andrew Millhollon

TITLE 3D Senior Engineer and Design and Display Technician

RESPONSIBILITIES Support and execute all assigned three dimensional (CAD/CAM) projects. Transcribe and interpret client information into effective and on-budget dimensional designs. Communicate dimensional design solutions with project management, logistics and production departments. Present dimensional designs clearly and effectively to internal team and clients to include 3D .pdf CAD/CAM renderings. This includes presenting clients with a rendered model that can be viewed interactively by flipping, rotating and zooming for final approval. Actively participate in internal and external brainstorming sessions with team and clients with creative ideas and resources. Motivate and cultivate growth amongst design team members to encourage 3D possibilities. Assist in establishing timeline and critical dates on assigned projects. Provide thorough information packages to estimating, including all drawing specifications. Manages and operates all CNC, laser & rapid prototyping equipment to include writing G-Code, programming and implementing all cutting paths

EXPERIENCE 2004-Present
Smart Design, Inc.

1998-2004 Showsites, Inc. Woodbridge, VA
Senior Engineer/Fabricator

Involved in all aspects of the exhibit industry. Emphasis on fabrication, estimating and production. Oversee and supervise workflow of design, material ordering and construction.

1987-1998 CS Exhibits Woodbridge, VA
Senior Engineer/Fabricator

Involved with all aspects of the daily operation of company. Responsible for fabrication, design and production of all display projects. Involved in customer service and marketing of company products. Supervised installations of displays created.

1984-1987 Arron Group Fairfax, VA
Senior Engineer/Fabricator

Involved with design, material ordering and fabrication of displays. Supervised daily operation of the staff of fabricators.

1983-1984 Exhibit Aids, Inc. Beltsville, MD
Exhibit Fabricator

Involved with all aspects of production of graphics. Products included printing, silkscreening and graphic layout.

1980-1983 Hargrove, Inc. Lanham, MD
Exhibit Fabricator

Fabricated thematic scenes to include fabrication for productions at the Kennedy Center and White House. Produced Staging and production props. Specialty fabrication to include Presidential Inauguration teams and White House Christmas tree decorating.

James Dean Hamilton

TITLE

Director of Marketing, Product and Business Development

RESPONSIBILITIES

Responsible for studio branding. Creation, development and maintenance of web presence. Design, creation and implementation of new product and services and organizing their roll out using various cost effective media. Responsible for targeting new areas of growth with existing services and developing new markets and contacts for new products. Key contact in existing and new business development perspectives. Involved in client contact, relationship development and maintenance. Responsible for maintaining the image of the studio with consistent Press Releases to the trade and quarterly news letter campaigns. Brainstorm with design and fabrication teams for new product ideas and new services. Assist with laser and router technology, finishes and production as needed. Assistance in development of GSA and other government procurement activities.

EXPERIENCE

2010-Present
Smart Design, Inc.

1996 to present National Business Media Broomfield, CO
Freelance Writer/Seminar Speaker

Contributing writer providing a series of how-to articles on the design and production of dimensional signage, marketing and workflow topics and equipment and software review. Traveled extensively with the Best In Graphics tradeshow circuit giving informative seminars and workshops.

2008-2010 JDH Consulting Richfield, OH
Owner/Consultant

Design, marketing and production consulting of signage, graphics and displays. Design and product development, marketing and business development, software and hardware training of CNC and laser operations and implementation of unique and quick finishing techniques. Consulted for several companies with a variety of industry specialties including wide format printing, hot-wire cut foam monuments, ADA signage and wayfinding and interpretive graphics.

2004-2008 Whispering Pines Studio Richfield, OH
Owner

Launched on a national level towards themed signage, wayfinding and interpretive graphics to zoo's, themeparks and museums. Major accomplishments included reproducing the three Medals of Honor for the center display of that museum on the USS Yorktown in South Carolina and all the themed/interpretive signage, carvings and sculptures for the Pittsburgh Zoo's Water Edge exhibit.

1993-2004 Northcoast Signworks Richfield, OH
Owner

Company based on the philosophy of combining the technology and experience gained in the quick sign industry and breaking into dimensional signage.

EDUCATION

UNIVERSITY OF AKRON, Akron, Ohio
1987

Bachelor of Business Communications(Mass Media Management emphasis)

UNIVERSITY OF AKRON, Akron, Ohio
1985

Associates in Marketing and Sales Technology

David Firkin**TITLE**

Senior Display Technician/Fabricator

RESPONSIBILITIES

Construct and refurbish new and existing exhibit components and crate for projects and events. Assist with design specifications and design of exhibit components. Assist with vendor negotiations and purchasing as directed. Assist with staging of exhibit properties for inspection and preview. Maintain organization of all tools and equipment in the fabrication area. Retrieve, assemble, inspect, prepare and pack exhibit components, parts, samples and miscellaneous items for show preview (when required) and outbound shipping. Serve as forklift operator as needed. Coordinates with all internal and external resources as necessary to accomplish these objectives and other duties as assigned.

EXPERIENCE

2009-Present
Smart Design, Inc.

2001-2009 Industrial Arts, Inc. Warrington, VA
Owner/Operator

Involved in all aspects of the graphics business. Emphasis on fabrication, estimating and production. Oversee and supervise workflow of design, material ordering and construction.

Geraldine Mocchco**TITLE**

Customer Service Representative

RESPONSIBILITIES

Responsible for having a full understanding of project operational and workflow processes and conduct inbound and outbound communication calls as directed. Utilize language skills (verbal/written) to communicate with customers and clients in accordance to project-specified guidelines. Organize, collect and enter data information received from multiple inbound and outbound communications. Maintain mail file and respond to mail communications in accordance with project specified guidelines. Research, resolve and follow up on all open cases and customer issues as directed. Meet prescribed deadlines and timelines. Full understanding of project operational and workflow processes and input data into multiple databases for ongoing market/clinical research and call center programs as directed. Organize and code data in accordance to prescribed guidelines. Verify recorded information to ensure accuracy and completeness of data; identify and correct errors. Assemble, batch and distribute data as directed. Meet prescribed deadlines and timelines. Work with team members as necessary to accomplish these objectives and other duties as assigned.

EXPERIENCE

2004-Present
Smart Design, Inc.





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project highlight

HQ, Coast Guard Heritage Wall Display In collaboration with Blair, Inc.

This exhibit features the history of the Coast Guard at the Headquarters, Coast Guard Building located on 2nd St, SW, Washington, DC.

The Display features a mixture of brass rails, brass lettering, canvas prints, Modular Arts architectural panels, LED lighting and custom carved 3d seals. Many of the seals had never been previously dimensionalized since they dated back as far as 1790.

*Produced a second exact same display located in the Pentagon.





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project highlight

ASSISTANT SECRETARY of the ARMY for ACQUISITION, LOGISTICS and TECHNOLOGY
In collaboration with BRTRC and Blair, Inc.

This exhibit features the history of the ASALT timeline, leadership areas, and a total of approximately 200 linear feet of display elements.

Timeline was 36' L x 5' H included 24 acrylic, reverse v-carved and edge lit panels following a wavy braided timeline throughout the length of the center of the display.





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project highlight

SERGEANT MAJOR OF THE MARINE CORPS, PENTAGON.

This exhibit features the history of the Sergeant Major of the Marine Corps, with past Sergeants Majors displayed and an understanding of the rank structure highlighting the large, brass 3d Sergeant Major of the Marine Corps Chevron as the centerpiece.

The display has room to be updated for another 20 years.





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project highlight

US NAVY, RATINGS DISPLAY, PENTAGON

This exhibit features the ratings in the US Navy with photos of each job description within each rating. Photos appear to float as they are reverse mounted prints on acrylic panels. Easily updated by the customer.

Approximately 300 linear feet of hall space used. Acrylic "header" panels with Smart Design's modern military seal on acrylic is placed over the Navy "watermark" painted on the wall.



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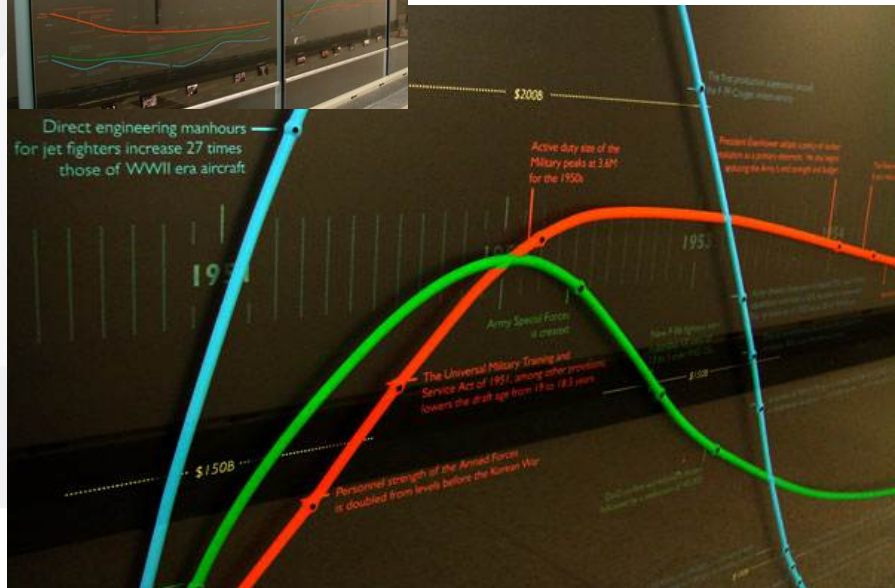
project highlight

DoD COMPTROLLER DISPLAY, PENTAGON

This exhibit features the Defense Financing and Accounting spending data from 1947 - to the future. Approximately 60 linear feet of hall space used. Acrylic reverse carved panels with colored data lines pop off the dark background prints and become the highlight of this display. Dimensional brushed silver dates call attention to each area of the timeline.



Direct engineering manhours
for jet fighters increase 27 times
those of WWII era aircraft





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project highlight

AIR FORCE ART GALLERY, PENTAGON

Produced the custom aluminum lettering and Air Force Art Program seal. We were given complete artistic license in creating the 3d version of their seal which was carved from HDU and coated with cold spray aluminum metal brought to high polish and satin finishes and clear coated.



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STUDIO PHILOSOPHY AND MANAGEMENT APPROACH

Smart Design has taken an innovative approach to constantly strive towards excellence in value engineering while keeping designer's intent intact. We have evaluated many projects over the years, creatively reconstructing design concepts and creating displays and exhibits that preserves the integrity of the design while cost effectively creating a high quality finished product.

Smart Design will implement fabrication with multi-level quality control systems that allow for checks and balances throughout production and installation processes. The Smart Design design department team leader under direction of project manager, will provide scaled drawings for submittal on each and every order and upon client approval, we inspect all files prior to output to insure accuracy. Each step of production will require Smart Design's production team leader's approval prior to advancing to the next phase of fabrication. Spot checks performed by project manager and co-project manager will be performed at critical production junctions. Our team and manager monitor production progress in real time, several times a day to insure all projects are on track for timely completion. Immediately upon approval of submittals, our installation team is notified of target completion dates and installation is scheduled at that time pending client confirmation. Completed displays and exhibits will require Quality Control approval by team leaders prior to installation. Installation will be scheduled after a final walk through by team members and client if client wishes to do so. Completion photo's are taken and archived for future reference.

All correspondence; faxes, e-mails, submittals, production files and completion photos are integrated into our archival system and stored on our server to insure access to all key personnel during project life and proper storage for future retrieval.

Smart Design's internal mission is to foster an environment that values all employees and their contributions to the team. Our creative process and approach to projects has yielded spectacular results both in and out of the Pentagon, within the private sector as well as other federal government agencies. We endeavor and challenge ourselves to creatively look for solutions to expedite production and installation with out sacrificing product quality or display integrity, our staff of dedicated employees takes pride in timely completion of all projects, big or small, with accuracy and the highest quality. Our long standing track record of dedicated service to the exhibit and display industry remains our main focus to this day.

Smart Design's successful on-time project delivery and installation, along with tremendous experience with the exhibit community allows for a flexible ability to react quickly and concisely to the needs of our clients.