

Chad Alexander Designs

Chad Alexander Designs studio was created in 2004 by Chad Alexander and Melissa Lynn in Payson, AZ. Chad graduated from GIA as gemologist and learned jewelry trade from his parents who used to have a retail store in the state of Kentucky. Melissa used to be a retail store manager in the state of Pennsylvania.

Chad admits that even being an experienced jeweler, he felt that wax carving was limiting his creativity due to time constraint. Chad declares: **"Ever since I starting using 3DESIGN, I am now able to design everything I can imagine."**



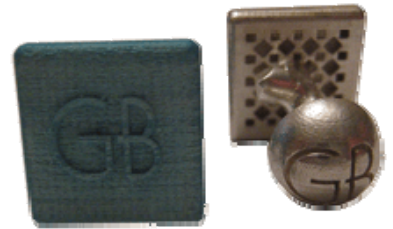
Just two weeks after his **3DESIGN** training in Los Angeles, **Chad Alexander Designs** signed a contract with an Arizona local bank to design and make corporate personalized gold cufflinks for over 100 employees and board members. "I truly believe that without **3DESIGN** Software I would have never gotten this contract since I was competing against several other bigger jewelry manufacturers" Chad evokes.



When asked where he thinks that **3DESIGN** contributed to his success, Chad responded the following: **"I was able to submit a very realistic 3D rendering within 24 hours."**

*The advanced **Rendering Module** along with quality output capabilities for machines (STL, etc...) allow designers to produce physical models and also virtually showcase their creations. Validate your designs with you customers, display them in catalogs, and create videos and quality resin and wax prototypes. Thereby significantly reduce your costs and validation process.*

Then Chad added "But what really made the difference was that I was able to modify the design immediately and easily to **exactly match my customer's vision and ideas.**" Thanks to the unique concept of **parametric construction tree** that automatically recalculates models when an element is edited. It allows you to edit and modify your design at any step, at any time, even weeks later!



According to Chad "if I had to do it by hand wax carving the cufflink back and forth between the customers, it would probably have taken me a few weeks and cost me the contract."

What Chad appreciates the most is "The **customer support** in Los Angeles, which also played an important role in this success by answering promptly my questions and helping me during this project."



Chad admitted "I never really focused my business towards corporate incentive jewelry" but since he got **3DESIGN**, he simply declares that **"it just makes sense,** and it is so fantastic to view your models virtually in gold, silver or platinum, modify them instantly and even estimates their weights! Because of this, I definitely see new business opportunities."

Vision numeric
www.3design.com

