



Biography

Shad Bruce

Principal and Creative Director

Seeing the need for a full-service design and fabrication studio to supplement the services offered by Valley marketing and advertising agencies, Shad Bruce established Detail Design and Fabrication (DD&F) in 1998.

Over the past decade Bruce has outfitted his business with state-of-the-art tools and technology, including computer-aided design to ensure precision fabrication. He has expanded DD&F's service offerings and created a remarkable portfolio of work. The studio specializes in innovative signage solutions, three-dimensional marketing exhibits, and interactive environments.

Now, with more than 18 years of experience in industrial design and environmental graphics, fabrication and implementation, Bruce can boast a successful 10-year-old firm with an impressive roster of clientele including local businesses, non-profit organizations and highly recognizable fortune 500 companies. In fact, DD&F is currently the official sign and graphic partner of the Arizona Diamondbacks Major League Baseball team.

Prior to launching DD&F, he served as a senior designer and project manager in both agency and corporate settings. In college, after studying mechanical engineering for four years, Bruce decided to switch direction, and subsequently earned his bachelor's of science degree in Industrial Design from Arizona State University.

Currently residing in Gilbert, Arizona with his wife, Sandy and their two children, Bruce shares his enjoyment of classic cars, off-road toys and skiing with his family. A little known fact is that Bruce once considered leaving college to train and try out for freestyle mogul skiing for the 1992 Olympics. Now he happily and contentedly passes this passion on to his children and relishes the challenges inherent in the diversity of the highly-customized work he tackles daily.

His favorite DD&F challenge thus far has been Futures Field, a miniature rendition of the Arizona Diamondbacks' baseball field installed as a children's play area on the third level of Chase Field.