



With a background from both Engineering and Art, I am an architectural designer, 3d artist and animator. Currently working as Visualization Manager at NAC Inc, and Founder of deNorm Labs LLC, a phygital design laboratory that creates digital art and designer goods through storytelling and experimentations.

## EDUCATION

- SEP.2018 **M.S. Design of Cities**
- SEP.2017 **SCI-Arc, Los Angeles, USA**
- SEP.2017 **M.A. Architecture**
- OCT.2015 **Staedelschule, Frankfurt, DE**
- JUL .2013 **B.S. Arch. Engineering**
- OCT.2008 **Azad University, Abhar, IR**

## PROFESSIONAL EXPERIENCE

- PRESENT **Visualization Manager**
- AUG.2022 **NAC Architecture, Los Angeles**
- PRESENT **Founder / Art Director**
- MAR.2022 **deNorm Labs, Los Angeles**
- AUG.2022 **Design Director**
- AUG.2021 **City Design Studio, Los Angeles**
- AUG.2021 **Architectural Designer**
- APR.2019 **City Design Studio, Los Angeles**
- OCT.2017 **Architectural Contractor**
- OCT.2015 **Ind, Frankfurt am Main**

## CONTACT [Icons are embedded with links.]

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- 📄 <https://opensea.io/collection/y-astro>
- 📄 <https://www.y-astro.com/y-astro-booklet>
- 🇺🇸 U.S. Permanent Resident Card
- 🗣 Persian, Native 🗣 English, Fluent
- 🗣 German, Intermediate

## SELECTED PROJECTS

**INTUIT DOME | Plaza Arch Project Manager | 3 years** Inglewood, CA  
 AUG.2019-AUG.2022 | CITY DESIGN STUDIO LLC

Intuit Dome, the largest proposed net-zero project in California will be the new home for Los Angeles Basketball team Clippers in 2024. Our design included plaza commercial buildings (42,000 SF), Pedestrian Bridge, Escalator Canopy, Gateway Canopies, Bandshell structure, and decorative gates.

- Pre-desgin, SD, DD, CD, Bidding, CA. under construction
- Setup internal BIM protocols and architectural set and standards in Revit.
- Concept design in Rhino and Grasshopper.
- Renderings in V-Ray and Enscape for communicating the design intent.
- Comprehensive code-analysis based on CBC and Title 24. Documented analysis on arch set for AHJ review and approvals.
- Supervised 2-3 employees in the project and ran minimum 1-2 other projects.
- Kept an active log of action items, distributed tasks to internal team members.
- Weekly progress report to Studio Principal, and estimate of hours for ASRs.
- Participated in all consultant meetings, reporting the progress to the team and AECOM PM.
- Specifications using CSI-MasterFormat.
- QA/QC and red-marked reviews for each submission on Bluebeam.
- Clash detection meetings in Autodesk NavisWorks.
- Coordination with consultants such as Civil, Structural, MEP, Landscape, Specialty Lighting, Specifications, Code, ADA, Sustainability, Vertical Transportation, Food Service, and etc.
- Issued Addenda and Construction Change Directives (CCDs) in Bidding and CA accompanied with detailed narratives.
- Active logs for RFIs, Samples, Shop Drawings, and other submittals.
- Responded to AHJ (City of Inglewood) comments with written narratives and revised the contract documents as necessary to maintain code compliance.
- Site visits and detailed job-site reports.
- Performed VE exercises and proposed design alternatives to reduce the budget when requested from the client.
- Coordination meetings with GC and subcontractors to resolve conflicts and assuring constructability.

**GRAND PANORAMA | Lead / Design Director | 1 year** Downtown Los Angeles, CA  
 NOV.2019-OCT.2020 | CITY DESIGN STUDIO LLC

The project is a mixed-use residential on a topologically complex site challenged by underground Metro tunnel and station. Located adjacent to Disney Concert Hall, the design concept intend to bring hills-side Mid-Century modern housing to the heart of Downtown Los Angeles.

- Pre-desgin, SD, Entitlement.
- Designed the concept in Rhino, renderings in V-Ray and Enscape, postpro in Photoshop.
- SD architectural set documentation for all 30 floors and 680 residential units in Revit.
- Parking layout documentation in Revit for 5 underground levels totaling 300,000 SF accommodating 700 stalls.
- At-grade mixed-use public programs totaling 40,000 SF.
- Preliminary site and code-analysis and feasibility studies based on geotechnical and site survey reports.
- Incorporating affordable housing units in design to yield higher FAR based on local incentive zoning laws.
- Participated in meetings with developers, determining next steps for project progress.
- Coordination meeting with structural consultant to ensure constructibility of design concept.
- The project was selected and exhibited in Helms Design Center alongside other projects by Gensler, Brooks+Scarpa, LOHA, Eric Owen Moss, Bureau Spectacular and others. (2021.06)

## TECHNICAL SKILLS



### 3D DESIGN AND CONCEPT ART

● ZBrush	soft-surface modeling
● Maya	rigging and animation
● Cinema 4D	animation
● Arnold	rendering
● KeyShot	rendering
● Adobe Pt	texture mapping
● Adobe Ps	post-production
● Adobe Ae	VFX
● Adobe Pr	video editing
● Adobe AERO	AR
● Adobe Ai	vector graphics
● Adobe Id	publication
● Miro	story boarding
● Procreate	sketching
● Magics	3d printing prep
● Houdini	rigging and animation
● Nuke	compositing
● Blender	modeling
● Unreal Engine	game set
● Unity	game design

### ARCHITECTURE

● Revit	BIM documentation
● BIM360	BIM management
● Navisworks	BIM clash-detection
● Bluebeam	red-mark review
● V-Ray	architectural rendering
● Enscape	architectural rendering
● AutoCAD	arch drafting
● SketchUp	3D modeling
● Rhino	hard-surface modeling
● Grasshopper	parametric design
● 3DS Max	arch modeling
● Lumion 3D	arch rendering
● MasterFormat	specifications

## REGISTRATION

NCARB #851231  
ARE Exams 5/6 Passed

LEED Green Associate GBCI# 11330331  
AUG.2020-AUG.2024

AIA Associate # 39216086  
DEC.2021-DEC.2022

## KING SOLOMON VILLAGE | Lead / Design Director

Los Angeles, CA

APR.2021-AUG.2022 | CITY DESIGN STUDIO LLC

Project is a temporary homeless shelter, refitting an existing industrial site to accommodate new occupancy with equipped bed units. The design had to navigate a tight budget and extremely tight deadlines. The adaptive reuse included the exterior facade and courtyard design as well.

- SD, DD, CD, CA, under construction.
- Concept in Rhino, renderings in Enscape, postproduced in Adobe Suite. Arch set in Revit.
- Comprehensive code-analysis based on CBC, incorporated in set for AHJ review.
- Supervised minimum 1-2 interns for design developments.
- QA/QC and red-marked reviews on Bluebeam for each phase issuance.

## DECODING ASIAN URBANISM EXHIBITION | Designer

Culver City, CA

AUG.2021-MAR.2022 | CITY DESIGN STUDIO LLC

Design for an immersive exhibition on deCoding Asian Urbanism organized by the A+D Museum of Los Angeles opened at the Helms Design Center in Culver City. The exhibition builds on collaboration with the Art Center College of Design, the Bengal Foundation, and Harvard University. The exhibition was published in Metropolis Magazine and ArchDaily along other media platforms.

- SD, DD, CD, constructed. Job-site visits and in-situ coordinations with GC and consultants.
- The narrative of the exhibition space, layout and sequences of experiences.
- Design charrette with the team, coordination meetings with Owner, GC, IT, Lighting, and Printing consultants.
- Design of the visual graphics for the book.

## SUDSTADT BIBLIOTHEK | Lead Designer

Weimer, Germany

JUL.2020-SEP.2020 | CITY DESIGN STUDIO LLC

The library program of 12,500 SF is one of the several building programs designed for the Weimer Community.

- SD, predevelopment.
- Concept in Rhino, renderings in V-Ray, postproduced in Adobe Suite. Arch set in Revit.

## MANAS PUNE TOWNSHIP | Lead Designer (school)

Pune, India

FEB.2020-OCT.2020 | CITY DESIGN STUDIO LLC

Design of the masterplan for Manas town on a complex topographical site, included design for condominium apartments, single family housings, school, club house, retail centers, office complex on a 1.200-acre site.

- SD, predevelopment.
- Concept in Rhino, renderings in V-Ray and Enscape, postproduced in Adobe Suite.
- Site plan and diagrammatic graphics for overall concept of the masterplan.

## CLIPPERS SALES CENTER | Designer

Downtown Los Angeles, CA

FEB.2020-OCT.2020 | CITY DESIGN STUDIO LLC

Interior remodel of a 5,000 SF space as a sales/experience center for the new Clippers Arena Suites. Includes highly curated state of the art technology and integrated visual and tactile display that emulates the event plaza and basketball arena.

- SD, DD, CD, CA, constructed.
- BIM protocols and architectural set and standards in Revit.
- Comprehensive code analysis based on CBC and incorporated into the set for AHJ approval.
- Site visits, and detailed job-site reports, prepared punch list.
- Participated in weekly AOR meetings, coordinations with consultants and GC.
- Self QA/QC and peer red-marked reviews, made corrections before issuance.

## SELECTED AWARDS

**JUN.06.2022** [Intuit Dome]

[2022 Architizer A+ Jury Award](#)

Credits: AECOM, Hood Design, CDS

Role in the project:

**Plaza Buildings Project Manager**

[City Design Studio](#) [Design Director]

**OCT.27.2022** [King Solomon Village]

[AIA LA | Design Award 2022](#)

Credits: City Design Studio

Role in the project:

**Lead Designer (Solo project)**

[City Design Studio](#) [Design Director]

**NOV.21.2022** [COMPETITION]

[TOP 100 Architizer Drawings](#)

The Collective Vein

**deNorm Labs** [Art Director]

## PRESS

**SEP.14.2022** [LECTURER]

[Y-ASTRO & Metaverse](#)

[SCI-Arc](#)

**OCT.24.2022** [JURY PANELIST]

Midterm Vertical Studio Reviews

[SCI-Arc](#) [Elena Manfredini]

**JUN.19.2021** [Panel Discussion]

[Can We Build on LA-specific Tower?](#)

- Panel Discussion with Pariya Mohammaditabar (CDS), Farooq Ameen (CDS), Marcello Spina (PATTERNS), Lorcan O'Herlihy (LOHA), and Li Wen Gensler.

[City Design Studio](#) [Panelist]

**MAR.03.2021** [Workshop Moderator]

[Council on Open Building](#) - CDS team

led the national Urban Design Workshop at Council of Open Building.

[City Design Studio](#) [Moderator]

**SEP.16.2020** [Workshop Moderator]

[Council on Open Building](#) - CDS team

chaired the Urban Design discussion for the 2nd Virtual Roundtable for COB.

[City Design Studio](#) [Moderator]

**DEC.12.2019** [Publication]

[Sucker Punch Daily](#) - Pariya Mohammaditabar: Linearized California Project, a Collaboration with Jakob Semlitsch.

[Linearized California](#) [Designer]

## SELECTED RFPS & PERSONAL PROJECTS

**CRAFTON HILLS COLLEGE | Visualization Manager**

San Bernardino, CA

SEP.2022-SEP.2022

RFP pursuit for a higher education campus and new construction of a Performing Arts Center.

- Proactive roadmapping based on RFP criteria and goals and visions.
- Lead the Presentation and narrative and production of all visuals, animations, and drawings.

**DANI'S RESIDENTIAL REHAB | Visualization Manager**

Toledo, OH

OCT.2022-OCT.2022 | NAC ARCHITECTURE INC.

Pre-design for healthcare center for patients suffering from mental illness.

- Design and production of several concepts. Creating and leading storytelling and visuals communicating the concepts. Animations and procedural drawings for narrative.

**ZIMMERMAN ELEMENTARY SCHOOL | Visualization Manager** Bloomington, CA

NOV.2022-NOV.2022 | NAC ARCHITECTURE INC.

RFP pursuit for a K-12 new construction of an elementary school in a challenging site.

- Proactive roadmapping based on RFP criteria and goals and visions.
- Lead the Presentation and narrative and production of all visuals, animations, and drawings.

**SPANISH FORK REC. CENTER | Visualization Manager**

Salt Lake City, UT

DEC.2022-DEC.2022 | NAC ARCHITECTURE INC.

RFP pursuit for a recreational and water park center that would become the signature of the city.

- Proactive roadmapping based on RFP criteria and goals and visions.
- Lead the Presentation and narrative and production of all visuals, animations, and drawings.

**Y-ASTRO | Art Director**

Los Angeles, CA

MAR.2022-AUG.2022 | DENORM LABS LLC

Y-ASTRO is a digital collection of 1,200 NFTs minted on Eth blockchain. The project includes Metaverse 3D avatars, AR application, 3d-printed toys, apparels, and a book publication.

- Concept art and the story. Production of 12 main concepts for Y-ASTRO: Classic, Comic, SamSam, BeBe, BitCoinFetty, Y-ASTROFEN [Office Ibuprofen], SpaceJunk, Blockchained, Camouflage, SelfMaster, KamKam [Magician], Venus [Creator].
- 3D model in ZBrush, texture map in Substance, rigged in Maya, render in KeyShot, AR app and live-interactive rigging in Adobe AERO. Reels and animations in Adobe Ae and Pr.
- Custom created materials using MatCaps for the texture-mapping of 3D characters.
- Rendered each Character in KeyShot with ready-made background ramp and alternating colorings schemes to avoid time-consuming post-production in Photoshop.
- Produced AR application of Y-ASTRO fully rigged and moveable on Adobe AERO.
- OpenSea.io selling account implementation using MetaMask wallet. Developed smartcontracts for minting on Polygon Blockchains. Rigged 3d avatars for launch in Metaverse.
- UI/UX design and implementation of Y-ASTRO.com. SEO setup and enhancement.
- Design and develop the brand identity such as logos, trademark, banners, and icons.
- Content creation specific to each social media platforms such as Discord, Instagram, Twitter.
- Production Design and release of Y-ASTRO Edition 1 apparel as hats, hoodies, and socks.