AIDA OHADI

Experiential Designer . Spatial Storyteller
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OVERVIEW

Senior experiential designer and spatial storyteller with **9+ years across production, experiential, and narrative-driven environments**. I lead concept-to-execution work, translating ideas into clear creative frameworks, design mockups, and built experiences. My unique strength lies in **telling brand stories through spaces that evoke emotion and activate the senses**, creating immersive environments that are meaningful, memorable, and culturally resonant, not just visually flashy. I blend story, space, and culture while maintaining strong executional clarity across fast-paced timelines.

EXPERIENCE

Freelance Art Director & Senior Experiential Designer | 2021–Present

Select Studios, Agencies & Brands: XWave. Acronym. Adirondack Studios · George P. Johnson · NVE Experience Agency · Vita Motus · Complex

- Lead rapid-turn experiential and themed-environment projects from concept through build.
- Develop spatial storytelling systems and design mockups aligned with fabrication realities.
- Support live installs and adapt designs on site.

Founder & Creative Director — Art is for Ordinary People | 2025–Present

- Founded and direct a multidisciplinary arts initiative creating immersive, community-centered experiences in unconventional spaces.
- Oversee concept, programming, spatial layout, and live execution

Senior Creative Lead — TH Experiential | 2025

- Led concept-to-execution creative for experiential campaigns and RFPs, shaping narrative, visual direction, and spatial design.

- Translated ideas into sketches, moodboards, and mockups while guiding teams through execution.

Environmental & Experiential Designer — Impact XM | 2023–2025

- Developed narrative-led spatial concepts and brand environments for tech, lifestyle, and pharmaceutical clients.
- Supported projects through design development and on-site installation, collaborating closely with producers and fabricators.

Set Designer — Gallagher Staging & Productions | 2017–2019

- 3D design, technical drawings, and scenic environments for concerts, festivals, and large-scale experiential builds.

SKILLS

Art Direction · Spatial Storytelling · Concept Development · Experiential & Environmental Design · Production Design · Creative Leadership

Tools: Rhino · 3ds Max · Unreal Engine · Twinmotion . V-Ray . KeyShot . Adobe Creative Suite Figma . Nano Banana . Midjourney. Dall-E

EDUCATION

M.S. Spatial Experience Design — ArtCenter College of Design | 2023
B.A. Design — California State University, Long Beach | 2020

SELECTED RECOGNITION

Guest Lecturer — CSULB (2025 & 2026)

Featured — VoyageLA (2025)

Guest Reviewer — ArtCenter College of Design (2024)