

AIDA OHADI

SENIOR EXPERIENTIAL DESIGNER & SPATIAL STORYTELLER

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PROFESSIONAL SUMMARY

Senior Experiential Designer and Spatial Storyteller with 9+ years of experience developing immersive brand environments, experiential campaigns, live events, and narrative-driven spaces. Skilled in creative concept development, art direction, spatial design, 3D visualization, and design development from initial ideation through fabrication and on-site execution.

PROFESSIONAL EXPERIENCE

Experiential Designer | X.Wave — Contract

Jul 2026–Present

Senior 3D Designer | Acronym — Contract

Apr 2026–Jul 2026

Creative Designer | Adirondack Studios — Contract

Jan 2026–Apr 2026

Senior Creative Lead | TH Experiential — Contract

Jul 2025–Dec 2025

- Led creative concept development for experiential campaigns and RFPs, shaping narrative direction, visual direction, and spatial concepts.
- Translated ideas into sketches, mood boards, and design mockups to communicate concepts and guide execution.

Environmental Designer | Impact XM

May 2023–Aug 2025

- Developed creative concepts and spatial designs for branded trade show exhibits and experiential environments across pharmaceutical, technology, and lifestyle industries.
- Translated brand objectives into spatial narratives, layouts, 3D visualizations, and design presentations.
- Collaborated with producers, project teams, and fabricators to develop designs within project scope, timelines, and fabrication requirements.

- Supported projects through design development and on-site installation.

Experiential Designer | NVE Experience Agency — Contract

Feb 2024–May 2024

- Contributed to brainstorming, concept development, and design presentations for branded environments, pop-ups, activations, and red-carpet experiences.
- Developed inspiration boards, furniture and décor selections, 2D floor plans, and 3D renderings.

3D Designer | Vita Motus Design Studio — Contract

Jul 2021–Sep 2021

- Created 3D designs and visualizations for high-tech productions and sculptural installations for artists, festivals, and brands.

3D Experience Designer | George P. Johnson Experience Marketing — Internship

Jul 2019–Mar 2020

- Contributed to concept development and spatial design for large-scale immersive experiences for automotive and technology clients.

Set Designer | Gallagher Staging & Productions

Aug 2017–Jul 2019

- Developed 3D designs, technical drawings, and visualizations for concerts, festivals, and live events.

SELECTED PROJECT

INTER Magazine Launch Event | Experiential Design

- Led concept development and overall experiential design, translating the magazine's creative identity into a cohesive physical environment and event experience.

LEADERSHIP & CREATIVE PRACTICE

Founder & Creative Director | Art Is for Ordinary People

2025–Present

- Founded and direct a multidisciplinary arts initiative creating accessible, community-centered creative experiences in unconventional spaces.
- Lead creative direction, event concepts, spatial layouts, artist collaborations, and live execution.

Guest Lecturer | California State University, Long Beach
2025, 2026

- Led a workshop on visual storytelling through collage, introducing students to creative ideation and narrative development through hands-on design exercises.

CORE COMPETENCIES

Creative Concept Development · Art Direction · Experiential Design · Spatial Storytelling · Environmental Design · Brand Experiences · Creative Presentations · Spatial Planning · Design Development · 3D Visualization · Technical Drawings · Fabrication Coordination · On-Site Installation

SOFTWARE & TOOLS

Rhino · 3ds Max · Unreal Engine · Twinmotion · V-Ray · Vantage · KeyShot · SolidWorks · SketchUp · Adobe Creative Suite · Figma · Midjourney · DALL·E · Nano Banana

EDUCATION

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

SELECTED RECOGNITION

Featured in VoyageLA (2025) · Guest Reviewer, ArtCenter College of Design (2024)