

Aida Ohadi

Experiential Designer & Spatial Storyteller

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OVERVIEW

Spatial storyteller passionate about creating immersive, narrative-driven environments that engage the senses, foster human connection, and resonate emotionally, drawing inspiration from my cultural heritage and diverse experiences.

EXPERIENCE

Environmental Designer — *Impact XM* (2023–2025)

- Led narrative and concept development for branded environments.
- Designed experiences and environments for tech, lifestyle, and pharma brands.
- Developed immersive storytelling and narratives for spaces up to 3,200 sq. ft. (projects from \$200K–\$1M).

Experiential Designer — *NVE Experience Agency* (2024)

- Shaped campaign vision and creative ideas for Liquid I.V. 's F1 Miami pop-up.
- Designed activations engaging 1,400+ attendees and distributed 30K+ samples.

3D Designer — *Vita Motus* (2021)

- Developed scenic concepts for FOX Sports' FIFA World Cup 2022 set.

Freelance Designer — *Aida Ohadi Design* (2020–2023)

- Led creative direction and digital storytelling for startups, creative agencies, and cultural initiatives.
- Designed event experiences including the after party for Grammys 2020.

3D Experience Intern — *George P. Johnson* (2019–2020)

- Contributed to story-driven design for Honda's LA Auto Show exhibit.
- Assisted with design research and mood boards.

Set Designer — *Gallagher Staging* (2017–2019)

- Created designs and technical drawings for live concerts and red-carpet productions.
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SKILLS

- Software: Rhino, Unreal, 3ds Max, V-Ray, Twinmotion, SolidWorks, KeyShot, Adobe Suite, SketchUp, Figma
 - Creative Expertise: Experiential Design, Spatial Storytelling, Leadership, Concept Development, UX/UI, Graphic Design
 - Technical: Sketching, Prototyping, Technical Drawing, Presentation Design
 - Languages: English (Fluent), Farsi (Fluent), Spanish/Arabic/German (Basic)
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EDUCATION

- **M.S. Spatial Experience Design** — *ArtCenter College of Design* (2023)
 - Thesis shortlisted for *GUCC6 Global Design Graduate Show*
 - **Study Abroad: Berlin, Germany** — *ArtCenter College of Design* (2022)
 - Designed a concept music space in 3 months based on research of Berlin's experimental music scene.
 - **B.A. Design** — *California State University, Long Beach* (2020)
 - **Certificate in UX Design** — *Cornell University* (2021)
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INDEPENDENT PROJECTS

- **Art is for Ordinary People** — *Founder & Experience Designer* (2025–Present)
 - Community initiative creating accessible art experiences in unconventional spaces. (Instagram: [@art.is.ordinary](#))
- **Design for Disaster Response** (2025): Project Lead
 - Designing immersive training environments to foster emotional connection and crisis management.
- Assistant Production Designer & Art Director — *Black Girls in Utah (Independent Short Film)*
- Stage Design Assistant — *Cabaret (College Production)*