




# ERIC S REID

CANADIAN

**AUSTRALIAN**  
186 SPONSORED VISA  
PR PENDING

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Miami

## STATEMENT OF INTEREST

### WHO AM I?

My name is Eric Reid, I am a 35 year old Architectural Designer and Visual Artist from Canada, with 14 years of experience in the Architecture Industry. I specialize in crafting detailed BIM models that are used to create visual narratives. My designs and narratives are driven by my passion for design and travel which have been awarded top 100 Best Renderings by Architizer two years in a row. I have started the next chapter of my Architecture career in Australia and I'd love to continue this by becoming an integral part of the Australian Architecture Industry in the years to come.

ARCHITECTURE	+	VISUALIZATIONS
MODELLING IN REVIT		RENDERING IN 3DS MAX
8 YEARS		8 YEARS

### WHAT VALUE?

With my expertise in drafting and visualization it has allowed me to become a well rounded designer with experience in 2 countries. A big part of my expertise is creating detailed models, whether that is for architectural projects or for visualizations, it all starts with an excellent 3D model. Since University in 2010, I have been creating BIM models using Revit that I have used to create plans, elevations, sections and details for presentations and council submissions. These detailed models are not only used for Architectural drawings, I utilize these BIM models as an integral part of my Visualization workflow. As you will see from my CV and Portfolio, I focus on integrating the human experience into my Visual Narratives – Phenomenology. My approach allows me to craft unique, relatable and authentic visualizations; essential to generating a sense of place. My experience managing teams, along with a psychological approach that provides unique value.

AUSTRALIA	+	APPLICATION
2023 - PRESENT		186 SPONSORED VISA
FULL TIME + CONSULTING		SUBMITTED

### WHY ME?

Over the years of working and travelling I have developed my narrative and visual style by refining my ability to understand multiple points of view. I do not merely aspire to create beautiful designs and visuals; instead to craft relatable, layered, immersive designs and visual narratives. The completion of a Bachelor of Architecture, and minor in Psychology has provided a foundation for my evolving perspective. My perspective is unique because of my multicultural experience in the industry; with 12 years in Canada and 2 years in Australia. I am proud of my multi-cultural experience, technical and visualization expertise where I hope to add unique value to the Architecture industry in Australia.

### WHY NOW?

The pandemic made everything feel as if everything was flipped upside-down and the world was untethered – a Suspended Reality. The pandemic has put things in perspective for me, and it motivated me to take more chances and is why I moved to Australia in 2023. I have learned a lot about the Architecture Industry over the last two years and I plan to make Australia my home. I have applied for the 186 visa, that comes with Permanent Residency. I should hear about the decision by August 2026. I look forward to contributing to Australia's growth and preparation for the Olympics for years to come.

I look forward to discussing how my diverse skill set can support your team's goals.  
Thank you for your consideration,

Eric S Reid

FOUNDER  
ESR-dc | 2010-Present

Through past experiences has led Eric to start ESR-dc, an Architectural Visualization company. This has allowed him to develop and refine his 3D modelling and Visual Narrative skills. ESR provides immersive and compelling visuals to help clients elevate their projects and companies.

ARCHITECTURAL DRAFTSPERSON  
Archidiom | 2023-Present

During the 2 years at Archidiom, Eric worked as an Architectural Draftsperson focused on feasibility studies, designing and modelling in Revit for townhouses, mid-rise projects, and towers. Eric prepared resolved drawing sets and DA packages, coordinated with consultants, and produced captivating marketing visualizations. Eric's unique vision led to his creation of the company's new website.

VISUALIZATION MANAGER  
Hariri Pontarini Architects | 2015-2018

During the 3 years at HPA, Eric was responsible for creating 3D models that were used to create Renderings, Virtual Tours and Presentation Visuals for most of the Commercial and Institutional Projects.

PROJECT DESIGNER  
WORKshop Inc. | 2014-2015

At WORKshop I worked on a variety of projects that required digital and physical prototyping. Through research and experimentation of potential future technologies it has broadened my perspective of what is possible in product design, as well as in architecture.

SITE SUPERVISOR  
URBAN CORE | 2011-2014

At Urban Core I worked on-site daily, instructing and co-ordinating contractors in order to complete a 7000 sq ft contemporary home in Ancaster. Often my duties extended past management into more hands-on tasks which developed my understanding of what is possible.

2025

2025

2018

2015

2014

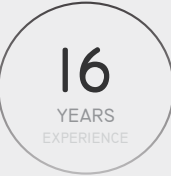
ERIC SREID

CANADIAN



ABOUT ME

ARCHITECTURE



PSYCHOLOGY

My name is Eric Reid. I am a 35 year old Designer and Visual Artist from Canada. I specialize in creating detailed BIM models that are used to create visual narratives through architectural visualizations. I have 14 years of experience in the architecture and visualization industry on construction sites and in offices. My background in Architecture + Psychology inspires me to travel and learn about cultures and provides me with a unique and valuable multicultural perspective. My passion for design and travel influences my designs which allows me to realize unique solutions for the Australian Architecture industry.

BIM MODELLING

VISUALIZATIONS

PRESENTATIONS

SIMPLICITY  
IN CONCEPT & FORM

EVOLUTION  
THROUGH TIME & PURPOSE

ELEMENTS  
OF MATERIAL & CONTEXT



FUTURE

MASTERS OF ARCHITECTURE  
Thesis | Phenomenology + Sustainability

In the future Eric plans to complete a Masters of Architecture and become a licensed Architect. Before this, his experiences have set him up to thrive and produce memorable projects.

2014

BACHELOR OF ARCHITECTURAL SCIENCE  
Ryerson University | 2009-2014  
| Major Architecture | Minor Psychology

During the 5 years at one of the few Architectural University programs in Canada, Eric specialized in Design. With a Major in Architectural Science and Minor in Psychology. At night he took additional classes for business and marketing, receiving a Certificate. These experiences led him to meet peers, mentors and clients that he is still close with to this day.

2009

HISTORY & THEORY OF ARCHITECTURE  
Carleton University | 2008-2009

During the 1 year at Carleton, Eric learned about the History of Architecture and took numerous Industrial Design courses. Leading to a more hands on approach to architectural study and work. During this year he met peers and professors that still influence him to this day.

2009

HIGH SCHOOL  
Bishop Tonnos C.S.S. | 2003-2007

During the 4 years in High School, Eric learned was on the honor role and played on numerous sports teams. Winning OFFSA Gold in Curling and Captain of the Volleyball team.





## UP-AND-COMING WITH INTERNATIONAL RECOGNITION



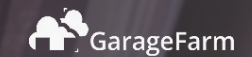
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TOP  
10

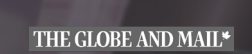
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# VISUAL NARRATIVES

## ARCHITECTURAL EXPERIENCE



DEVELOPERS | ARCHITECTS | INTERIOR DESIGNERS



(I) Intermediate | (A) Advanced | (E) Expert

VERBAL 

33%

## COLLABORATION

- Zoom
- Slack
- Microsoft Teams
- Google Drive
- GitHub Library

## PLUGINS

Forest Pack  
Floor Generator  
Relink Bitmaps  
Substance Designer  
Grow FX

## PRODUCTION

Photoshop  
InDesign  
After Effects  
Presentations  
Virtual Tours

RIGHT BRAIN

## VISUAL

67%



My inspiration comes from seeking memorable, authentic experiences that have led me to refine and continuously evolve my narrative skills. The completion of a Bachelor of Architecture, and minor in Psychology has provided a foundation for my evolving perspective. Over the years of working and travelling I have developed my visual style and refined my creative lens. I do not merely aspire to create beautiful visuals; instead to craft relatable, layered, immersive, layered designs.



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DESIGN CO.