



# ERIC SREID

VISUAL ARTIST

#### CONTACT

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#### STATEMENT OF INTEREST

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To whom it may concern,

#### WHO AM I?

My name is Eric Reid, I am a 32 year old Visual Artist and aspiring Architect from Canada, with 12 years of experience. I specialize in crafting visual narratives that are driven by my passion for design and travel. My visuals have been awarded top 100 Best Renderings by Architizer the last two years. I am looking to start the next chapter of my career and I'd love to bring my expertise and curiosity to your growing team.

#### WHAT VALUE?

I am excited to take this next step working for your team. 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. Visualizations should not just show the design; instead inspire people to picture themselves there, even before it is built. My experience managing teams, along with a psychological approach that will provide unique value. I look forward to establishing myself by learning, contributing and becoming part of your team.

#### WHY ME?

Over the years of working and travelling I have developed my narrative and visual style by refining my ability to picture and understand multiple points of view. I do not merely aspire to create beautiful visuals; instead to craft relatable, layered, immersive visual narratives. The completion of a Bachelor of Architecture, and minor in Psychology has provided a foundation for my evolving perspective. Since I was a child, I was interested in designing, architecture and travelling. They have always been a limitless source of inspiration, and these experiences led me to found ESR-dc - Architectural Visualizations. I continuously strive to elevate myself and the people around me. I am excited to communicate the reasons why I'd be a great addition to your team.

#### WHY NOW?

The pandemic made everything feel as if everything was flipped upside-down and the world was untethered – Suspended Reality. The pandemic has put things in perspective for me, and it motivated me to take more chances. As I mentioned I am from Canada, and I feel it is the right time for me to start my next chapter and commit to working full-time abroad.

It has become clear that effective storytelling comes from crafting authentic and memorable visual narratives. I look forward to hearing from you and becoming part of your team.

Thank you for your consideration,

Eric Reid

**FOUNDER**  
ESR-dc | 2010-Present

2022

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

**VISUALIZATION MANAGER**  
Hariri Pontarini Architects | 2015-2018

2018

During the 3 years at HPA, Eric was responsible for Renderings, Virtual Tours and Presentation Visuals for most of the Commercial and Institutional Projects.

**PROJECT DESIGNER**  
WORKshop Inc. | 2014-2015

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

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.

# ERIC SREID

ARCHITECTURAL VISUALIZATIONS



## ABOUT ME

My name is Eric Reid. I am a 32 year old Visual Artist from Ontario, Canada. I specialize in visual narratives through renderings, animations and virtual reality. I have 12 years of experience working in the architecture and visualization industries with experience on construction sites and in offices. My background in Architecture + Psychology it has inspired me to travel and learn about cultures and create memorable experiences. My passion for design and travel inspires me to craft narratives in my designs in order to seek out memorable experiences that will enhance my career.

ARCHITECTURE

12  
YEARS  
EXPERIENCE

PSYCHOLOGY

RENDERINGS

ANIMATIONS

VIRTUAL REALITY

PORTFOLIO  
WhoPlusYou | 2014

1<sup>st</sup>

3D PRINTING  
Extreme Redesign | 2014

TOP  
10

FILM FESTIVAL  
Ryerson Focus Film | 2010

2<sup>nd</sup>

urbanicity Hamilton Architizer

UP-AND-COMING WITH INTERNATIONAL RECOGNITION

TORONTO STAR < THE HAMILTON SPECTATOR



**MASTERS OF ARCHITECTURE**  
Thesis | Phenomenology + Sustainability

FUTURE

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.

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

2014

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.

**HISTORY & THEORY OF ARCHITECTURE**  
Carleton University | 2008-2009

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.

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

2009

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.

URBAN TORONTO GarageFarm

DEVELOPERS | ARCHITECTS | INTERIOR DESIGNERS

THE HAMILTON SPECTATOR THE GLOBE AND MAIL

# VISUAL NARRATIVES

## CORE CONCEPTS

**SIMPLICITY**  
IN CONCEPT & FORM

**EVOLUTION**  
THROUGH TIME & PURPOSE

**ELEMENTS**  
OF MATERIAL & CONTEXT

## TIME

THE PASSAGE OF TIME CAN  
ENHANCE MATERIAL  
QUALITIES

### DAY TO DAY

PC  
Mac  
Microsoft Suite  
Adobe Suite  
Management

### COLLABORATION

Zoom  
Slack  
Microsoft Teams  
GDrive  
Asset Library

### PRODUCTION

Photoshop  
InDesign  
After Effects  
Presentations  
Marketing

## ENERGY

OF A DESIGN COMES  
FROM THE CONCEPT,  
CONTINUITY & EXECUTION

### MODELLING

3ds Max  
Revit  
Rhino  
Grasshopper  
Unreal Engine

### PLUGINS

Forest Pack  
Floor Generator  
Relink Bitmaps  
Substance Designer  
Grow FX

### RENDERING

VRay  
Corona  
Enscape  
Unreal Engine  
Virtual Tours

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 visual narratives.

## INSPIRATION + PERSONALITY

WHAT INSPIRES ME?



**ENFJ**

Extraversion, Intuition, Feeling, Judgement

Crafting memorable narratives has become a passion of mine. My most memorable experiences are while travelling because you are immersed in another culture and experience spaces you may never have dreamed of visiting. For me, that was the Pantheon in Rome. I had seen pictures and architectural drawings, but nothing could compare to the awe inspiring experience of walking inside. My passion for travelling has driven me to emulate real-life experiences. It is clear to me, only when all elements of a narrative work together can it become authentic, memorable and ethereal. Crafting visual narratives are essential to who I am.



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