




# ERIC SREID

CANADIAN

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AUSTRALIA  
186 SPONSORED VISA  
AWAITING PR

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Miami, Gold Coast

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## STATEMENT OF INTEREST

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I've always believed that a rendering should do more than show a project — it should help shape it.

As an Architectural Designer and Visual Artist, my work sits between design and visualization. I use detailed BIM models not only to document buildings, but to explore them — testing massing, light, material, and experience before they are resolved. The goal is not just to produce images, but to help teams and clients understand what a project could become.

### WHO I AM

I bring over 16 years of experience across architecture studios, construction, and independent practice in Canada and Australia. My background in Architecture and Psychology informs how I approach design — focusing on perception, memory, and the human experience of space. My visual work reflects this. I create soft, atmospheric, painterly images that feel grounded and real — each one asking: What does it feel like to be here?

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<b>ARCHITECTURE</b>	+	<b>VISUALIZATIONS</b>
MODELLING + DESIGN DEVELOPMENT		ATMOSPHERE + VISUAL NARRATIVE
8 YEARS		8 YEARS

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### WHAT I DO

I don't approach visualization as a final step — I use it as a design tool. Through a BIM-led workflow, I develop projects as both systems and experiences, building them technically while testing them visually. This allows me to explore ideas earlier, clarify intent, and strengthen how projects are communicated and refined.

### EXPERIENCE

Over the past eight years, I have run my own visualisation studio, ESR-dc, leading and delivering visualisation work directly with developers, architects, and design teams across international projects, including work associated with Adidas, Hyundai, and Netflix.

I have extensive experience delivering work independently across distributed teams and time zones. I manage timelines, communicate directly with clients, and deliver consistently with minimal oversight — maintaining a clear focus on quality, clarity, and design intent. My experience within architecture studios, including leading visualization workflows at Hariri Pontarini Architects and leading design projects in Queensland, allows me to integrate seamlessly into design teams.

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<b>AUSTRALIA</b>	+	<b>STATUS</b>
2023 - PRESENT		186 SPONSORED VISA
FULL TIME + CONSULTING		SUBMITTED

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The value of visualisation is not just in the image — but in how it improves decisions, builds confidence, and aligns teams. Strong visuals don't just explain a project, they influence it. Having spent the past two years working in Australia while continuing to operate independently, I am now looking to contribute to a visualisation-focused studio where this approach is valued.

I look forward to discussing how my approach can support and elevate your design process. Thank you for your consideration,

Eric Reid

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

Founded ESR-dc, an architectural visualisation studio focused on creating visual narratives that support design, communication, and marketing. Developed a BIM-led workflow translating detailed 3D models into immersive, atmospheric visuals.

Lead and deliver projects directly with developers, architects, and design teams — producing renderings, animations, and VR experiences from concept through to final delivery.

**ARCHITECTURAL DESIGNER**  
Archidiom | 2023-2026

Worked across feasibility, design development, and documentation for townhouse, mid-rise, and tower projects. Developed coordinated BIM models in Revit, produced DA packages, and collaborated with consultants.

Produced high-quality visualisations for client presentations and marketing, supporting design development and improving project communication.

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

Led the production of visualisation work across commercial and institutional projects. Developed detailed 3D models and produced renderings, animations, and presentation visuals for competitions and client engagement. Worked closely with design teams to translate complex architectural ideas into clear, aligned visual narratives.

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

**SITE SUPERVISOR**  
URBAN CORE | 2011-2014

Early experience spanning design prototyping and on-site construction, developing a strong foundation in making, detailing, and how projects are realised — informing my approach to modelling and visualisation.

2025

2025

2018

PAST

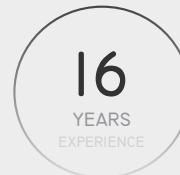
# ERIC SREID

CANADIAN



## ABOUT ME

ARCHITECTURE



VISUALISATIONS

My name is Eric Reid. I am an Architectural Designer and Visual Artist from Canada, now based in Australia, with over 16 years of experience across architecture and visualisation. I specialise in developing detailed 3D models that are used to test, refine, and communicate design through visual narratives. My background in Architecture and Psychology informs how I approach space — focusing on perception, experience, and how people connect to space. Shaped by working across different cultures, this perspective informs how I translate design into clear, meaningful visual outcomes.

BIM MODELLING

VISUALISATIONS

PRESENTATIONS

SIMPLICITY  
IN CONCEPT & FORM

EVOLUTION  
THROUGH TIME & PURPOSE

ELEMENTS  
OF MATERIAL & CONTEXT



FUTURE

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

I plan to complete a Masters of Architecture and pursue licensure. My focus will build on my interest in phenomenology and sustainability — exploring how architecture can create meaningful, lasting experiences.

2014

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

My studies focused on design, supported by a minor in Psychology, which continues to inform how I approach perception and human experience in architecture. I also pursued additional coursework in business and marketing, developing an early understanding of how design is communicated and positioned.

2009

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

This early foundation in architectural history and theory, combined with exposure to industrial design, shaped a more hands-on and exploratory approach to design thinking.

2009

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

During this time, I developed a strong work ethic through academics and athletics, including leadership roles and team-based achievements that continue to influence how I collaborate and work with others.

urbanicity Hamilton Architizer

UP-AND-COMING WITH INTERNATIONAL RECOGNITION

TORONTO STAR THE HAMILTON SPECTATOR

PORTFOLIO WhoPlusYou | 2014

1st

3D PRINTING Extreme Redesign | 2014

TOP 10

FILM FESTIVAL Ryerson Focus Film | 2010

2nd

# VISUAL NARRATIVES

DRIVEN BY ARCHITECTURAL EXPERIENCE

URBAN TORONTO GarageFarm

DEVELOPERS | ARCHITECTS | INTERIOR DESIGNERS

THE HAMILTON SPECTATOR THE GLOBE AND MAIL

PURPOSE

## WORKFLOW

EXECUTION

CONCEPT

Determine Purpose / Narrative

LINEAR + ITERATIVE

### CORRESPONDANCE

ALIGNMENT

SCOPE OF WORK + SELECT PRECEDENTS

PRECEDENT OPTIONS | CLIENT CONFIRMATION

RESEARCH

Precedents + Mood References = Client Alignment  
LIBRARY | PINTEREST | INDESIGN

CAMERA OPTIONS

Determine Composition / Cameras

### SCENE SETUP

3D MODEL

CONTEXT MODELLED + BUILDING DETAILS

WHITE MASSING | CLIENT SELECTION

COMPOSITION

3D Modelling + Composition Studies = Architectural Intent  
AUTOCAD | RHINO | REVIT | 3DS MAX

TEST

Propose Direction / Lock Cameras

ROUND 1

LIGHTING

LIGHTING SETUP + BASIC MATERIALS

HALF SCALE + NO POST | CLIENT REVIEW 1

DEVELOPMENT

Light Studies + Design Studies = Atmosphere  
ASSET LIBRARY | PINTEREST | 3DS MAX | VRAY

REVIEW

Propose Materials / Lock Lighting

ROUND 2

MATERIALS

FURNITURE & LANDSCAPE + PROPOSED MATERIALS

HALF SCALE + SIMPLE POST | CLIENT REVIEW 2

INTEGRATION

Material Studies + Attention to Detail = Balance  
ASSET LIBRARY | 3DS MAX | FOREST PACK | VRAY | PHOTOSHOP

REFINE

Propose Activity / Lock Materials

ROUND 3

ATMOSPHERE

PEOPLE & CARS + FINAL MATERIALS

FULL SCALE + REFINED POST | CLIENT REVIEW 3

STORYTELLING

Confirm Composition + Refine Atmosphere = Mood  
ASSET LIBRARY | 3DS MAX | VRAY | RENDER FARM | PHOTOSHOP

FINAL

VISUAL NARRATIVE

### VISUALISATION

NARRATIVE

1 RESOLVED SCENE = MULTIPLE TIMES OF DAY

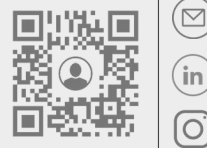
FULL SCALE + FULL POST | COMPLETED

DELIVERY

Mood Confirmation + Colour Grading = Storytelling  
3DS MAX | VRAY | RENDER FARM | PHOTOSHOP | AFTER EFFECTS

LINKS

CONTACT



### ARCHITECTURAL THINKING | VISUAL NARRATIVE | ITERATIVE WORKFLOW

The best visualisation does more than represent architecture — it communicates experience, atmosphere, and intent. Through collaboration and iteration, design ideas are translated into visual narratives that feel memorable, relatable, and real.

Open to new collaborations and opportunities.



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