

Parisa Panahi

Architectural Designer · Senior 3D Artist

parisa-panahi.com

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PROFILE

Architectural designer and senior 3D artist with sixteen years of experience across residential, luxury, healthcare and commercial projects in the UK, UAE and Iran. Trained as an architect (MSc, Azad University), with work used in London and Dubai marketing campaigns, large-scale bid presentations, and outdoor city billboards. Comfortable leading visualisation from brief to delivery - modelling, lighting, materials, animation and post production - and integrating contemporary AI workflows where they earn their place in the pipeline.

EXPERIENCE

Freelance

Nov 2025 - present

Architectural Designer & Senior Visualiser

- Designing interiors and exteriors for residential villas and apartments in Iran and the UAE.
- Running multiple client projects concurrently, combining traditional rendering with AI-assisted concept exploration.

Merit *(company in liquidation)*

Jun 2025 - Nov 2025

Senior 3D Artist, Graphic Designer & Design Assistant

- Led visual production for large-scale healthcare and commercial bids - renders, infographics, animations and digital brochures.
- Worked alongside bid, architecture and marketing teams to keep proposal materials visually coherent under tight deadlines.
- Integrated AI tools (Midjourney, Runway, Flux, Krea) into the studio's ideation and production pipeline.

Leos International Development

Jun 2023 - Jun 2025

Senior Architectural Visualiser & Design Assistant

- Produced interior and exterior renders, animations and marketing content for luxury towers, villas and master plans in London and Dubai.
- Delivered ultra-large visuals for outdoor billboards and city marketing campaigns, working at print resolutions with no margin for error.
- Built AI-augmented workflows that shortened iteration cycles without compromising the studio's visual standard.

Freelance

Mar 2018 - May 2023

Architectural Designer & Senior Visualiser

- Designed and visualised residential interiors and exteriors for clients in Iran and the UAE.
- Delivered renders and animations for international architects and developers across project scales.

Shaar Designing Group

Dec 2012 - Feb 2018

Architectural Designer & Visualiser

- Contributed to residential apartment and villa projects in Iran, from concept through to presentation.
- Prepared client-facing presentation material and project documentation.

Dr. Memarzia Office

Feb 2009 - Nov 2012

Junior Architect & Visualiser

- Produced 3D visualisations and CAD drawings for residential projects.
- Supported concept development, space planning and client presentations.

AREAS OF EXPERTISE

3D modelling, rendering and visualisation	Interior design
AI-assisted imagery and video production	Architectural animation and presentation
Photorealistic lighting and material detailing	Digital catalogues and marketing collateral
Visual communication and storytelling	Revit and BIM (intermediate)

TOOLS & SKILLS

Modelling & rendering	3ds Max, Corona, V-Ray, Chaos Vantage, Lumion
AI & creative tools	Midjourney, Krea, Runway, Flux, Luma, Stable Diffusion (incl. TyDiffusion)
Drafting & BIM	AutoCAD, Revit
Post-production	Adobe Photoshop, Camtasia
Productivity	Microsoft Office
Languages	English (advanced), Persian (native)

EDUCATION

MSc Architecture 2012 - 2015
Azad University, Science & Research Branch, Bushehr · GPA 17.19 / 20

BSc Architecture 2004 - 2009
Azad University, Shiraz Branch · GPA 17.13 / 20

PUBLICATIONS & RECOGNITION

- Conference paper (2014) - Architecture's Therapeutic Role through Natural Light.
- Evermotion Editor's Choice (2019) - selected for visualisation quality.
- Skillshare workshop (2020) - interior rendering with Corona Renderer.
- VWArt tutorial contributor (2024) - advanced rendering workflows.
- Built and deployed generative AI workflows into production visualisation pipelines (2023 - present).

LINKS

Portfolio parisa-panahi.com/portfolio
LinkedIn linkedin.com/in/parisa-panahi

References available on request.