
Work History

Jordan Parnass
Digital Architecture
(JPDA)
Brooklyn, NY
2004-2010

Creative Director/ Senior Associate
architectural design, branding & strategy for retail, entertainment, interactive environments, & residential
supervised, directed & mentored a staff of 5-15 designers design & management of an international retail roll-out for clothing maker American Apparel, a £2m brand experience & retail prototype design for UK mobile network provider O2, & display fixtures for Apple's UK iPhone launch

Designhurts
Seattle/NYC/London
2000-present

Founder/Principal
architecture, interiors, graphic design & film
retail & residential projects - both new & renovations graphics - identity, promotional, illustration, album art, web

Smash Design
Seattle, WA
1997-2003

Senior Designer/ Project Manager
retail, entertainment, branding & residential design
design & project management for boutique retail, bars & restaurants and high-end residential.

University of Illinois
Urbana-Champaign
1996-97

Instructor
'Digital Design for Architecture' seminar course
proposed, created & taught a seminar on 3d modeling and graphics tools for architecture

Exhibition Design/Curatorial Assistant
exhibition & publication design
for a touring retrospective & monograph on the work of mid-century modern architect jack baker

Honors +
Publications

Edible Infrastructures

to be featured in forthcoming AD Magazine 2nd Prize, Suckerpunch International Design Competition

East Village Studio

won AIA Small Projects Award published in Dwell Magazine featured on blogs including Remodelista, Apt Therapy featured in NY Now Exhibition, AIA NY

Boerum Hill House
O2 Brand Experience

published in the book 'Brooklyn Modern' by Diane Lind published in Global Design Research: Creative Intelligence won A.R.E. Fixture of the Year / Green Awareness Award published in Frame Magazine

American Apparel
Explore2 Museum Shop
Manray Video Bar

featured in Architectural Record / Building Types Study won VM+SD International Store of the Year published in Interior Design Magazine, Wallpaper, and Paper Magazine*

Education

Architectural Association
School of Architecture
London, UK
2010-2012

Master of Architecture with Distinction
Emergent Technologies & Design Programme
dissertation topic: urban agriculture, algorithmic design for cities, emergence & self-organization in biological systems research/studio projects explored evolutionary development, biomimetics & phenomenological effects via material systems

University of Illinois at Urbana-Champaign
School of Architecture
1993-1997

Bachelor of Science in Architecture
Earl Prize in Design, Deans List, senior project
exhibited at iSpace gallery, Chicago
related studies: graphic design, furniture design, painting, creative writing, theater & film, scenic & lighting design