
Work History

Jordan Parnass
Digital Architecture
(JPDA)
Brooklyn
2004-2010

Designhurts
Seattle/NYC/London
2000-present

Smash Design
Seattle
1997-2003

University of Illinois
Urbana-Champaign
1996-97

East Village Studio
Boerum Hill House
O2 Brand Experience

American Apparel
Explore2
Manray

Architectural Association
School of Architecture
2010-present

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

Creative Director

design for retail, interactive environments + residential
supervised, directed + mentored a staff of 15 designers
oversaw design and management of an international retail
roll-out for clothing maker American Apparel.
brand experience + retail design for UK mobile
network provider, O2.
design and management of display fixtures for
Apple's UK iPhone launch.

Founder/Principal

architecture, interiors + branding
retail & residential projects - new homes and renovations.
graphics - identity, promotional, illustration, album art, web

Senior Designer/ Project Manager

design for retail, branding + residential design
design + project management for boutique retail, bars +
restaurants and high-end residential.

Instructor

"Digital Design for Architecture"
proposed, created + taught a seminar on 3d modeling and
graphics tools for architecture in 1996

Exhibition Design/Curatorial Assistant

exhibition + publication design
for a touring retrospective + monograph on the work of
mid-century modern architect jack baker

Dwell Magazine
NY Now Exhibition AIANY
Brooklyn Modern by Diane Lind
Global Design Research: Creative Intelligence Report
A.R.E. Fixture of the Year / Green Awareness Award
Frame Magazine
Architectural Record / Building Types Study
VM+SD International Store of the Year
Interior Design Magazine
*Wallpaper**
Paper Magazine

Honors +
Publications

Masters of Architecture (Candidate)

Emergent Technologies and Design Programme
thesis/dissertation research into urban agriculture,
urban metabolism, emergence and self-organization in
biological systems.

Bachelor of Science in Architecture

Earl Prize in Design, Deans List
exhibited at iSpace gallery, Chicago
related studies:
graphic design, furniture design, painting
theater, film, scenic + lighting design

Education