

Felisa Arabia

Architect & Creative Director

www.arabiafelisa.com

ARCHITECTURE & DESIGN

Design, technology and Innovation

Latest Projects

I am an Architect and Creative Director dedicated to transforming complex spatial concepts into high-impact visual experiences. From large-scale urban projects to speculative digital art, I design the future of the built environment through the lens of emerging technologies. This gallery showcases my latest architectural developments, including residential homes and multi-family buildings. Each project is developed using advanced BIM methodologies, ensuring that every creative vision is backed by technical precision, structural coordination, and detailed executive planning.



SERVICES



Creative Direction & Brand Storytelling

I lead the visual soul of your project. By merging architectural logic with high-end digital aesthetics, I build cohesive brand narratives for real estate developments and tech projects. From initial conceptual moodboarding to final cinematic production, I ensure that every visual touchpoint aligns with a sophisticated and avant-garde vision.

Architectural Design & Digital Strategy

I design high-performance residential and commercial spaces. By integrating BIM methodology and AI-driven insights, I transform functional needs into visionary architectural realities that connect with the end user. I lead the visual soul of each project, blending architectural logic with high-end digital aesthetics.

Visual Storytelling & Immersive Media

Beyond traditional rendering, I create cinematic visualizations, Virtual Reality (VR), and Augmented Reality (AR) experiences. I bring projects to life through high-impact digital narratives that allow clients to interact with designs in real time.

Residential and Commercial Design

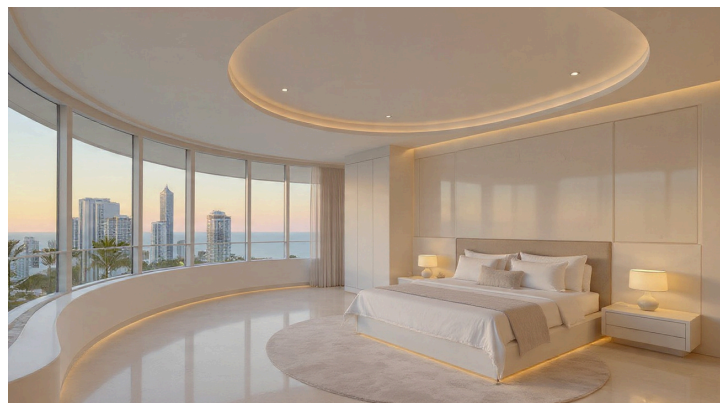
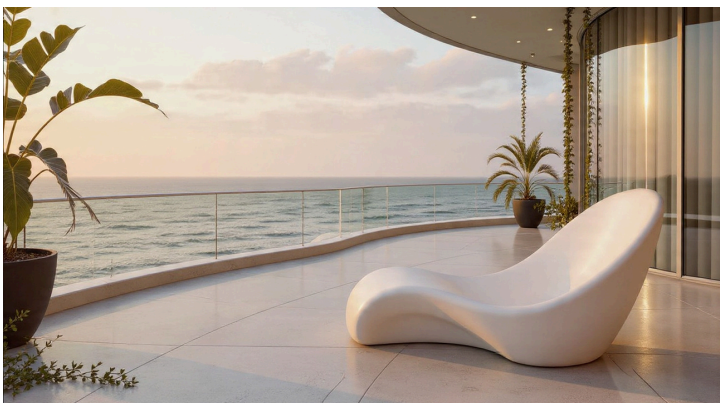
I develop unique, high-performance spaces that merge functionality with bespoke aesthetics. By integrating BIM methodology and real-time 3D visualization, I transform personal or business requirements into visionary architectural realities, allowing clients to experience and customize every detail of their project before construction begins.

Schematic Design and Executive Projects

I transform abstract concepts into high-precision technical documents, ensuring a seamless transition between creative vision and constructive reality. Using advanced 3D modeling and computational design, I provide rigorous documentation and multidisciplinary coordination to guarantee project feasibility and eliminate on-site uncertainty.

Smart Urbanism and Strategic Technology Consulting

I design sustainable, data-driven solutions for complex urban environments, optimizing public and private spaces through generative design and IoT integration. Additionally, I offer specialized training and consultancy in STEAM methodologies, empowering professionals to master the digital tools of the future, from Revit to Unreal Engine.



PROFESSIONAL PROFILE



I am an Architect and Creative Director with over 11 years of experience merging structural logic with high-impact visual narratives. Since graduating from the University of Buenos Aires (UBA) in 2015, my career has evolved from traditional architectural design to the forefront of emerging technologies and digital strategy. My professional journey is defined by a global and multidisciplinary perspective. Having led large-scale projects and creative departments for markets in the United States, Mexico, Chile, and Spain, I have mastered the art of leading diverse teams to deliver sophisticated visual solutions. My expertise lies precisely at this intersection: where architectural rigor meets speculative digital art. I explore the boundaries of space through Digital Art and Advanced Visualization. This facet of my work—showcased through my personal brand Instagram @arabiafelisa—allows me to experiment with AI, immersive environments, and aesthetics that challenge conventional construction. Whether managing BIM workflows for complex developments or representing Argentina at the Venice Biennale with Metaverse-based projects, my goal is to bridge the gap between real estate strategy and the future of visual innovation.

RECENT EXPERIENCE



With a comprehensive background in architecture and a deep specialization in BIM development, my career has been built on managing technically complex projects. My expertise is highlighted by design coordination and the creation of executive documentation for multi-family developments under California (USA) building codes. As a BIM Manager, I have spearheaded the implementation of advanced cloud-based workflows (Autodesk 360), ensuring seamless interoperability and efficiency within remote and collaborative environments.

I am currently undergoing a strategic professional migration toward the creative, visual, and technological direction of Real Estate. My focus now merges technical regulatory rigor with architectural storytelling and digital innovation. As a Creative Lead, I translate technical data into high-impact visual assets, elevating the standard for investor presentations and leading the intersection of applied technology and the commercial vision of the real estate industry.

HONORS & AWARDS



Venice Architecture Biennale (2023)
Metaverse project selected to represent Argentina. Exhibited at Palazzo Contarini-Polignac during Venice Design Week.

CONTACT



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Professional Services

www.arabiafelisa.com

SKILLS



Management & Strategy
Creative Direction, Design Thinking, Project Management,
Real Estate Marketing, Team Leadership.

Visualization & AI
Unreal Engine, Lumion, AI Prompt Engineering
(Midjourney/Stable Diffusion), Adobe Suite (Photoshop,
Illustrator), Meta AI, Video Editing.

Architectural Tech
Revit (BIM Manager), Cloud Coordination (Autodesk 360),
AutoCAD, Lumion, Unreal Engine.
Languages

Spanish (Native) | English (Professional Working
Proficiency)

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