

# ROCIO VIDAL

RA · AICP · CPHC · LEED AP

Architecture · Urban Planning · Passive House · Energy Efficient Design · AI-Enabled Design

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## PROFESSIONAL SUMMARY

Licensed Architect, Urban Planner, and Passive House Consultant with 20+ years leading full-cycle architectural design, planning, and multidisciplinary project delivery across residential, commercial, institutional, mixed-use, and ADU work in the U.S. and internationally. Combines CA/WI licensure, AICP, LEED AP, and CPHC credentials to translate complex zoning, code, and regulatory environments into permit-ready documentation — consistently achieving high first-submittal approval rates across multi-jurisdictional projects. Recognized for building AI-assisted automation tools that accelerate delivery, reduce rework, and enforce documentation standards across all project phases.

## CORE COMPETENCIES

Architectural & Delivery	Schematic Design · Design Development · Construction Documents · Permit Sets · Construction Administration · Consultant Coordination · Design-Build · QA/QC · RFIs · Submittals · BIM Coordination
Code & Entitlements	CBC · CRC · ADA · Life Safety · Egress · Title 24 · CALGreen · Zoning Analysis · ADU Ordinances · Hillside Design · Plan Check · Entitlements · Discretionary Approval · Jurisdictional Submittals
Sustainability	Passive House · High-Performance Envelope · Airtightness · Thermal Bridging · Hygrothermal Analysis · WUFI · Energy Efficiency · Electrification · Climate-Responsive Design · LEED
AI & Technology	Python Automation · Google Colab · GPT / LLM Tools · AI-Assisted QA/QC · Workflow Standardization · Documentation Automation · Prompt Engineering · Revit · Bluebeam
Leadership	Client Management · Cross-Functional Team Leadership · Stakeholder Engagement · Feasibility Strategy · Jurisdictional Communication · Independent Practice Management
Project Types	Residential · ADUs · Multifamily · Mixed-Use · Commercial · Institutional · Healthcare · Industrial · Hospitality · Branded Environments · TOD · Urban Design · Civic

## PROFESSIONAL EXPERIENCE

### Founder & Principal Architect · *Independent Architecture Practice*

2010 – Present

**Bruno Flats LLC** (Los Angeles, CA) · **DRP LLC / Dirt Road Productions** (Los Angeles, CA)

*Founded and directed a multidisciplinary architecture and planning consultancy company and a Short-Term Hospitality Management company. All engagements below were executed as independent architect, designer, or managerial role — deliberate, project-based expert consulting.*

- Managed full-cycle architectural delivery from feasibility, zoning analysis, and entitlement strategy through schematic design, construction documents, and permitting across residential, commercial, mixed-use, and ADU project types.
- Developed Python-based automation tools and Google Colab workflows for zoning data extraction, permit-readiness QA/QC checklists, feasibility summaries, and diagram generation — adopted as workflow standards by client firms.
- Applied Passive House and building-science principles to envelope design, airtightness strategy, and mechanical system selection for high-performance residential projects.
- Directed client strategy, consultant coordination, and jurisdictional communication across concurrent multidisciplinary teams; primary client liaison on all independent engagements.

## S E L E C T E D   C O N T R A C T   E N G A G E M E N T S

- ▶ **Lead Architect · Contract** · *5 Blox* · San Pedro, CA May 2025 – Nov 2025
  - Led architectural design, permit documentation, and design-build coordination for residential projects — translating client objectives, zoning constraints, and construction realities into complete permit and construction document packages.
  - Directed CBC/CRC code compliance, jurisdictional submittal strategy, and consultant coordination (structural, MEP, civil), advancing projects through entitlement and plan-check phases with minimal correction cycles.
  - Improved internal delivery workflows through elevated drawing standards and plan-check responsiveness, contributing to faster approval cycles across the active project pipeline.
  
- ▶ **Project Architect · Contract** · *Massie Construction* · Remote 2024 – 2025
  - Led design documentation, permit coordination, and technical delivery for 30+ commercial, institutional, industrial, and healthcare projects across multiple U.S. jurisdictions simultaneously.
  - Directed code, ADA accessibility, life-safety, and jurisdictional compliance reviews — identifying approval risks early and producing plan-check-ready submittals that reduced correction cycles.
  - Coordinated architects, consultants, contractors, and internal stakeholders to resolve technical conflicts and maintain constructability and schedule readiness across a distributed remote team.
  
- ▶ **Architectural Designer · Contract** · *ADU Geeks* · Remote 2023 – 2024
  - Designed 20+ ADUs, duplexes, conversions, and hillside SFR+ADU projects across California — consistently unlocking 15–25% additional buildable area through precise zoning interpretation and ADU ordinance strategy.
  - Achieved a 100% permit approval rate across all California jurisdictions — zero rejections throughout the engagement.
  - Reduced plan-check correction cycles by up to 20% by developing automated QA/QC checklists subsequently adopted firmwide.
  
- ▶ **Project Architect · Contract** · *Milar Design + Build* · Los Angeles, CA 2021 – 2023
  - Led full design and permit delivery for 15+ residential remodels, additions, ADUs, and ground-up projects — managing design development, code research, construction documents, and plan-check responses.
  - Designed a flexible studio/ADU hybrid integrating Sustainability-informed materials and climate-responsive strategies, achieving a projected 20% reduction in energy utilization and increasing long-term rental potential.
  
- ▶ **Architectural Designer · Contract** · *Barry's Bootcamp* · Los Angeles, CA 2019 – 2020
  - Produced branded interior packages and standardized test fits for multi-location national expansion; increased functional studio capacity by 12–18% through optimized circulation and equipment layout strategy.
  - Conducted real-estate feasibility studies informing expansion decisions, lease negotiations, and new-market prioritization across multiple U.S. cities.
  
- ▶ **Environmental Designer · Contract** · *Selbert Perkins Design* · Los Angeles, CA 2016 – 2017
  - Designed institutional, civic, and urban wayfinding systems integrating ADA compliance, municipal policy, and public-realm experience — including the University of Utah Signage Master Plan, one of the firm's largest institutional commissions, serving 30,000+ daily users.
  - Authored the Sunset Boulevard Billboard City Guide, aligning Los Angeles municipal policy, visual regulation, and environmental graphic design into a codified planning resource.

### **Urban Designer, Planner & Architectural Designer** · *RTKL* · Los Angeles, CA 2006 – 2010

*District-scale urban design, transit-oriented development, and mixed-use master planning across the U.S., Asia, and the Middle East.*

- Developed mixed-use, TOD, waterfront, and district-scale planning frameworks — coordinating land-use, mobility, public realm, and design strategy for large-scale international master planning commissions.
- Served as Project Manager and Editorial Lead for *GRID / STREET / PLACE: Essential Elements of Sustainable Urban Districts* (APA Press) — directing content strategy, contributor coordination, and editorial production for a nationally distributed urban design publication.
- Contributed to award-winning work recognized by the ASLA Professional Award for Communications (Honor Award) and the RTKL Legacy Award for Collaboration.

### **Landscape Architect & Urban Designer** · *HOK* · Chicago, IL 2005 – 2006

*Planning department role at a global top-ten architecture and planning firm — contributing to large-scale master-planned and civic development projects.*

- Supported creation of a master-planned fly-in luxury community with integrated school, retail, open space, and housing infrastructure — contributing zoning strategy, site analysis, and design coordination across disciplines.
- Developed zoning maps, policy recommendations, and feasibility studies for TODs, public-private developments, and city-sponsored RFPs across the Chicago metropolitan region.
- Designed hotel landscapes and resort grounds with a focus on site experience and regional ecology, coordinating with architecture and civil teams through design development.

## L I C E N S U R E & C E R T I F I C A T I O N S

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<b>RA — CA</b> Registered Architect C-42536	<b>RA — WI</b> Registered Architect 13792-5	<b>AICP</b> American Institute of Certified Planners	<b>LEED AP</b> Leadership in Energy & Environmental Design	<b>CPHC</b> Certified Passive House Consultant
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## T E C H N I C A L S K I L L S

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<b>BIM / CAD</b>	Revit, AutoCAD, ArchiCAD, Chief Architect, Bluebeam
<b>3D / Rendering</b>	SketchUp, Rhino, 3ds Max, Enscape
<b>Planning / Analysis</b>	ArcGIS, WUFI (Hygrothermal Modeling), Zoning Analysis, Feasibility Studies, Code Research
<b>Adobe / Graphics</b>	InDesign, Illustrator, Photoshop, After Effects
<b>AI / Automation</b>	Python, Google Colab, GPT / LLM Tools, AI-Assisted QA/QC, Workflow Automation, Prompt Engineering
<b>Productivity</b>	Google Workspace, Bluebeam, Digital Checklists, Documentation Systems

## E D U C A T I O N

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**Master of Urban Planning** · Minor: Real Estate & Economic Development  
*University of Michigan, Ann Arbor*

**Bachelor of Science in Architecture**  
*University of Michigan, Ann Arbor*

**Autodesk Revit — Completed Authorized Training**  
*Autodesk Authorized Training Center*

## A W A R D S , P U B L I C A T I O N S & P R O F E S S I O N A L S E R V I C E

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### A w a r d s

- ASLA Professional Award — Honor Award in Communications
- RTKL Legacy Award — The Goodluck Tembunkiant Award for Collaboration

### P u b l i c a t i o n s

- Contributor & Editorial Lead — GRID / STREET / PLACE: Essential Elements of Sustainable Urban Districts, APA Press

### P r o f e s s i o n a l S e r v i c e

- NCARB ARE 5.0 Item Authoring Committee — Selected Volunteer
- NCARB ARE 5.0 Task Force — Subject Matter Expert
- APA AICP Exam Committee — Selected Volunteer
- APA AICP Task Force — Subject Matter Expert
- Women in NCARB — Member