

PRANALI TARI

EXPERIENTIAL DESIGNER | ARCHITECT

With a foundation in architecture and specialization in themed entertainment design, I aim to develop narrative-driven spaces that translate story into physical experience. My work combines concept development, 3D visualization, and architectural detailing to create engaging environments that are imaginative and buildable. Detail-oriented and collaborative, I am passionate about crafting environments that guide guest journeys and bring experiential worlds to life.

EDUCATION

2023 - Present:

Savannah College of Art & Design
MFA in Themed Entertainment Design (THED)
Expected Graduation: May 28 2026
Current GPA: 3.94

2015 - 2020:

L.S. Raheja School of Architecture, Mumbai, India
Bachelor of Architecture
CGPA: 7.16

RESEARCH

2025 - 2026: THED MFA Thesis

Sheet happens all the time: Embracing 'paper' as a medium, muse and multiverse of creative explorations

Spring 2025: SCADask Research The Future of Story

2019 - 2020: Fifth Year B.Arch Design Dissertation Transition Through Marine Tourism: Marina at Victoria & Princess Docks, Mumbai

WORK EXPERIENCE

09/2025 - 12/2025

Show Set Design Intern: Universal Creative

- **Concept designs and 3D models** for themed retail kiosks, food carts, and architectural show elements for Universal's upcoming UK theme park project
- **Show set drawing packages** including plans, elevations, and visual development renders
- **Collaboration with** multidisciplinary teams to translate narrative concepts into spatial design
- **Contribution towards** design presentations and concept development within a fast-paced studio

06/2025 - 08/2025 (Summer 2025)

Graphic Process book Lead, Concepts, Drafting, and 3D Modeling: Universal Creative x SCAD Pro
Universal Creative & SCADPro worked together to create concepts for Universal Experiences & Destinations.

06/2025 - 07/2025 (Summer 2025)

Concept Design, Drafting, and 3D Modeling: Great Dane x SCAD Pro Design Sprint

Great Dane & SCADPro collaborated to create concepts for their iconic 1953 trailer as a captivating, immersive experience that celebrates the brand's 125 years legacy

09/2024 - 11/2024 (Fall 2024)

Graphic Process book Lead, Drafting, 3D Modeling, and Prototyping: Universal Creative x SCAD Pro
Universal Creative & SCADPro worked together to create concepts for Universal Experiences & Destinations.

06/2024 - 08/2024 (Summer 2024)

Technical Assistant: School of Creative Technology, SCAD

- Assisting Chair of Themed Entertainment with course syllabus formatting
- Presentation formatting, Site plans, concept art, layouts for various courses

09/2022 - 09/2023

Architectural Designer: Archatellie India Pvt. Ltd.

- **Test-fit layouts, design development layouts, construction document layouts, architectural detailing and 3d modeling** for The Melt (Across California) & Wingstop (Across the USA)
- **Graphic Design of various Brand Books like** Inspire Brands (Dunkin' Donuts, Baskin-Robbins, Arby's, Sonic Burgers, Jimmy John's) & Levi's International Playbook

01/2022 - 09/2022

Freelance Architect: Production Design & Interior Design

- **Set Dressing, Props Sourcing Drafting and 3D Modeling for** Everybody Loves Sohrab Handa (Movie) and Google Ads 2.0 (Ad.), Vivel Soap by (Ad.), Titan Watches (Ad.), P Mark Mustard Oil (Ad.), Samsung Galaxy A5 (Ad.)
- **Interior Design & Construction for** Shukla Residence & Mestry Niwas (Mumbai)

12/2020 - 01/2022

Architectural Designer: Structwel Designers and Consultants Pvt. Ltd.

- **Construction Drawings for** ESR Warehousing Pvt. Ltd. (Kolkata), Amazon Warehousing (Mumbai), Restoration of N.S. Patkar Rd. Retaining Wall (MCGM) & Chiripal Poly Films (Telangana)
- **Municipal Drawings for** Balmer Lawrie & Co. Pvt. Ltd. (Mumbai)
- **Concept Drawings for** CSMAI- Mumbai Int. Airport Entrance Feature Wall & Training Centre by Public Works Dept. (Mumbai)

11/2018 - 05/2019- Professional Practice

05/2018 - 06/2018- Summer Internship

Architectural Intern: Structwel Designers and Consultants Pvt. Ltd.

- **Construction Drawings for** diverse Government, Private, and Public sector projects under APTDC- (Guntur), Huhtamaki India Ltd, Food Corporation of India (Across India) & Haji Ali Dargah (Mumbai)

+1 912-341-9676

pranalitari@outlook.com

pranalitari.com

linkedin.com/in/pranalitari/

ACHIEVEMENTS

SCAD Honors Award

SCAD Student Incentive Scholarship

SOFT SKILLS

Environmental Storytelling
Spatial Experience Design
Concept Development
3D Visualization
Show Set Drafting
Architectural Detailing
Experience Mapping
Physical Model Making

TECHNICAL SKILLS

Hand Drafting	Cinema 4D
Prototyping	Pro-create
AutoCAD	Adobe Photoshop
Revit	Adobe InDesign
Rhino	Adobe Illustrator
Sketchup	Microsoft Office
Enscape	

PARTICIPATION

2025: SCADamp 'Get Ready' and 'Break Through' Badges

2024: SCADamp 'Stand Out' Badge

2024: Participation in quarterly student Exhibition 'Syphon Tripper' (Winter & Spring Quarters)

2023: Volunteer for Savannah College of Art and Design Film Festival

2019 to 2020: Cultural Committee Member at L.S. Raheja School of Architecture

2019: Project Management Certification

2019: Volunteer for HOPE, Event for Cancer Patients

2018: Glass in Building Workshop

2018: IGBC Landscape Competition

2018: Installation at Kala Ghoda Arts Festival

2016: Volunteer for Beach Please, India

2015: Documentation of a house in Desalpur Village, Gujarat

2009 to 2013: Sea Cadet Corps (SCC)- Naval Training Program

LANGUAGES

English
Hindi
Marathi

ADDITIONAL EXP.

06/2024 - March 2026

Server & Barista: Gryphon Tea Room by SCAD, Savannah, GA

12/2023 - 12/2025

SCADStory Docent: SCADStory, SCAD Museum of Art, Savannah, GA