

Luca Giaramidaro, PhD., AICP, LEED AP® ND



Luca Giaramidaro is an Architect, Urban Designer, and Planner, with over 15 years of experience in Mixed-Use Development, Urban Regeneration, Transit-Oriented Development, Station Area Planning, and Transportation Enhancement.

Luca held the position of Senior Associate, Senior Urban Designer and Co-Director of the Mobility Lab at Perkins&Will, where he served private and public clients across diverse sectors such as Civic, Residential, Commercial, Science & Technology, and Transportation.

Prior to his engagement with Perkins&Will, Luca worked at Skidmore, Owings & Merrill, where he contributed to numerous large-scale mixed-use urban projects in Asia.

Luca's approach to design is marked by collaborative work, involving local communities, government, and corporate client groups, to support sustainable and equitable communities. Before moving to the US, Luca earned a Doctorate degree in Sustainable Design from Sapienza University of Rome.

EXPERIENCE

Perkins&Will

San Francisco, California / 10 years and 4 months

Co-Director of the Mobility Lab

Aug 2022 - Jun 2023

As the Co-Director of the Mobility Lab, my primary responsibility was to co-lead research initiatives aiming to integrate sustainable mobility solutions into urban infrastructure. In collaboration with my counterpart at Nelson\Nygaard, I set the strategic direction for the lab and was tasked with managing key research projects. My role was a blend of research, design, and project management, aimed at advancing sustainable, interconnected, and equitable communities.

Senior Associate

Apr 2020 - Jun 2023

As a Senior Associate, I played a critical leadership role within the firm that went beyond projects' oversight. I led and mentored cross-functional design teams while serving as the primary point of contact for key clients, nurturing long-term relationships. Another significant aspect of my role was to influence the internal culture; I reflected our values and encouraged professional growth among the team. Additionally, I actively contributed to the firm's thought leadership through publications, presentations, and industry events. Balancing these responsibilities, I oversaw multiple projects to ensure they aligned with client expectations, complied with industry standards, and pushed the boundaries of innovation, sustainability, and inclusion.

Senior Urban Designer

Mar 2020 - Jun 2023

In my capacity as a Senior Urban Designer, I was responsible for leading urban design projects from conception to completion. This role involved spearheading the team's efforts to meet the expectations of both clients and stakeholders, interfacing directly with client and consultant groups, planners, architects, and the local community. I developed and presented project proposals and design concepts, and engaged clients and stakeholders to keep them updated and involved. Additionally, I ensured that all our projects aligned with client expectations, complied with industry standards, and pushed the boundaries of innovation, sustainability, and inclusion.

Associate

Apr 2018 - Apr 2020

As an Associate, I took on a leadership role within the firm, affecting both its internal culture and external reputation. I managed design and project teams to ensure the timely and effective delivery of our commitments. On the client side, I built and maintained valuable relationships and participated in business development activities, such as proposal preparation and client presentations. My responsibilities included ensuring that our projects not only met client expectations but also complied with industry standards while advancing the firm's commitment to innovation, sustainability, and inclusion. Additionally, I contributed to our thought leadership through publications, presentations, and industry events.

Project Urban Designer

Mar 2018 - Mar 2020

As a Project Urban Designer, I collaborated closely with senior team members to focus on design development and execution. I contributed to various stages of the design process, from initial sketches to final plans. I worked across disciplines, coordinating with team members and actively engaging with clients, community stakeholders, and consultants. A key aspect of my responsibilities was producing high-quality design materials and presentations. I was also involved in presenting these materials to effectively communicate our design ideas, both internally within the firm and externally to clients, consultants, and stakeholder groups during meetings and community presentations.

Urban Designer III

Mar 2013 - Feb 2018

In my role as Urban Designer III, I supported the team across a range of design and planning projects, blending creative and technical skills, all under the guidance of senior team members. I assisted in the development and documentation of designs and worked closely with team members to meet project objectives and deadlines. I was also responsible for producing 2D and 3D visualizations that communicated our design ideas effectively. When required, I played a support role in client meetings and community engagement events to foster better relations and project outcomes.

Skidmore, Owings & Merrill

San Francisco, California / 4 years and 8 months

Urban Designer

Aug 2008 - Mar 2013

As an Urban Designer, I specialized in design and visual communication under the guidance of senior team members. This experience, primarily focused on projects based in China, enriched my approach and understanding of urban design by exposing me to diverse design cultures and standards. My primary responsibilities included 2D and 3D visualizations including model-making, and the preparation of high-quality presentation materials for project pitches, client reviews, and project documentation.

Sapienza University of Rome

Rome, Italy / 3 years and 6 months

Contracted Professor

Sep 2006 - Dec 2007

As a Contracted Professor in Architecture, I focused on the essentials of teaching and academic support. Working under the guidance of senior faculty, I developed and delivered lectures, assignments, and exams for undergraduate courses. My primary responsibilities included teaching core architecture topics, grading student work, and providing targeted feedback to help students improve their skills. Although junior in my role, I was committed to creating an engaging learning environment that encouraged student participation and intellectual curiosity.

Researcher

Sep 2006 - Dec 2007

As a Researcher in the Environmental Design Department, I worked closely with senior faculty to support various research projects aimed at integrating sustainable practices into architectural and urban design projects. My role primarily involved literature reviews, background analysis, data collection, and analysis. I also assisted in the preparation of research papers and presentations. Working in this academic setting allowed me to deepen my understanding of environmental design principles while contributing to the department's research objectives.

Teaching Assistant

Sep 2004 - Feb 2008

As a Teaching Assistant, I supported lead professors in the delivery of courses, focusing mainly on facilitating classroom discussions and grading assignments. My responsibilities included assisting in the preparation of course materials and providing supplementary instruction to students during office hours. This role allowed me to further my understanding of architectural principles while gaining valuable experience in academic instruction.

EDUCATION

Doctor of Philosophy
University of Rome "La Sapienza"
Rome, Italy

Master of Architecture
University of Rome "La Sapienza"
Rome, Italy

Erasmus Programme
RWTH Aachen University
Aachen, Germany

LICENSES

AICP
APA - American Planning Association

LEED AP ND
Green Building Certification Institute

Architect
Ordine degli Architetti di Roma

CERTIFICATIONS

Beyond Smart Cities
MIT Media Lab

Design Leadership
Cooper

AWARDS

2022 AIA CA Urban Design Awards - Merit Award,
Sacramento Valley Station Area Plan

2022 WAN Awards - Future Projects - Urban Design
Sacramento Valley Station Area Plan

2021 APA Sacramento Valley Section Award of Excellence in Transportation Planning
Sacramento Valley Station Area Plan

2021 APA California Northern Chapter Award of Excellence Comprehensive Plan – Large Jurisdiction
Tasman East Specific Plan

2020 APA California Northern Chapter Award of Excellence - Best Practices
VTA BART Silicon Valley Phase II TOD Communities Playbooks

2014 AIA Merit Award for Urban Design - International Region Chapter
Baietan Urban Design Master Plan

2011 AIA Urban Design Merit Award - San Francisco Chapter
Baietan Urban Design Master Plan

PUBLICATIONS

["Multi-modal Transit and the Public Realm"](#)
Author, Meeting of the Minds, 2021

["High Speed Rail in the US: Myth or Near-Future Possibility?"](#)
Author, ArchDaily, 2018

["What California HSR Can Learn from Europe"](#)
Author, Mass Transit Magazine, 2017

["Remaking Diridon: Principles to Plan and Grow By"](#)
Contributor, SPUR San Jose, 2017

"ECOCAMP, il campeggio ecologico e la riqualificazione ambientale della costa"
AA.VV., Alinea editrice, Firenze, 2006

"OSDOTTA: le tematiche ambientali nel settore della Tecnologia dell'Architettura"
AA.VV., Falzea Editore, Reggio Calabria, 2005

"Dal Laboratorio di Restauro Architettonico. Esperienze didattiche su alcuni monumenti romani"
Maurizio Caperna, Rome, 2003

"Esercizi di Composizione", Groma quaderni didattici n.3
Maria Pia Arredi, Fratelli Palombi Editore, Rome, 2000

PUBLIC ENGAGEMENTS

["A New Suburbia in a post-COVID World?"](#)
Panelist Urbanism Next Conference, 2023

["Multimodal Transit and the Public Realm"](#)
Panel Moderator, Urbanism Next Virtual Forum, 2021

"Urban Development Capacity: design process, workflow, and tools"
Speaker, SFCDUG, San Francisco, 2019

["Understanding Transit-Oriented Development"](#)
Panelist, SPUR San Jose, 2018

"A Tailored Approach to Planning High Speed Rail in the USA"
Speaker, US HSR West Coast Rail Conference, 2018

["The Journey and the Destination: How to Successfully Capitalize on Multimodal Connectivity"](#)
Panel Moderator, APA California Conference, 2017

["Next Stop: Diridon"](#)
Exhibition Contributor, SPUR San Jose, 2017

"High-Speed Rail in Europe: Lessons Learned"
Speaker, AIA East Bay, 2017

LANGUAGES

English
Full Professional proficiency

Italian
Native proficiency

SELECTED PROJECTS

North 40 Phase 2

Grosvenor/Harmonie Park / Los Gatos, California

Santa Clara High-Capacity Corridor Study

Santa Clara Valley Transportation Authority / Santa Clara County, California

Equitable Transit-Oriented Development

Capital Metropolitan Transportation Authority / Austin, Texas

The Forge

Spur Capital Partners
Berkeley, California

Pegasus Park Life-Science Master Plan

Montgomery Street Partners
/ Dallas, Texas

BioSpace at The Bridge District Vision Plan

Fulcrum, Blue Rise Ventures
/ Sacramento, California

Diridon Plaza Entitlement Package

Caltrain / San Jose, California

200 Wind River Entitlement Package

Blue Rise Venture / Alameda, California

Four Corners

Sand Hill Properties / East Palo Alto, California

Placemaking through Mobility

Uber / Sacramento, California

[Sacramento Valley Station Area Plan](#)

City of Sacramento / Sacramento, California

[VTA/BART Phase II Corridor TOD Strategy Study](#)

Santa Clara Valley Transportation Authority / San Jose - Santa Clara, California

BART AB2923 Study

Bay Area Rapid Transit (BART) / San Francisco Bay Area, California

San Jose Block

Santa Clara Valley Transportation Authority / San Jose, California

Bakersfield F Street Station

California High-Speed Rail / Bakersfield, California

High-Speed Rail Stations and Station Area Planning

Texas Central Partners Dallas / Brazo Valley / Houston, Texas

Dallas High-Speed Rail Station Zone Assessment

Texas Central Partners Dallas / Brazo Valley / Houston, Texas

Confidential Multimodal Transit Station

Kingdom of Saudi Arabia, Ministry Of Finance / Mecca, Saudi Arabia

Tasman East Specific Plan + EIR

City of Santa Clara / Santa Clara, California

Levi's Stadium Mixed-Use Development

San Francisco 49ers / Santa Clara, California

Chaudiere Island Master Plan

Windmill Development Group, Ltd / Ottawa, Ontario

Confidential Airport Sustainability Plan

Dubai Aviation Engineering Projects / Dubai, United Arab Emirates

Future of the Gardiner Expressway

City of Toronto / Toronto, Canada

Petribu Quizanga Master Plan

Petribu Group / Recife, Brazil

Hefei Binhu Master Plan

Hefei, China

Raycom Greenway Concept Plan

Hefei, China

[Nusajaya West Urban Concept Plan Competition](#)

Nusajaya, Malaysia

Daqing Chengfengzhuang Concept Masterplan

Daqing, China

Diamond Bay Resort Concept Plan

Nha Trang, Vietnam

CITIC Dalian Harbor Concept Masterplan

Dalian, China

2013 America's Cup Plaza Design Opportunity Study

San Francisco, California

Ferry Building Plaza Design Opportunity Study

San Francisco, California

[Baietan Urban Design Master Plan](#)

Guangzhou, China

Gemdale Gangxia Heyuan Area Plan

Shenzhen, China

"Ex carcere minorile" Adaptive Reuse

Pesaro, Italy

Latina Coastal Area Redevelopment

Latina, Italy

Quartiere Villa Energy Retrofitting

Aosta, Italy

ACADEMIC EXPERIENCE

Sapienza University of Rome, Department PDTA

Lecturer. "Micro-mobility for urban activation" (2020)

University of California Berkeley, College of Environmental Design

Guest Critic. Master of Urban Design program final thesis review (2018).

Sapienza University of Rome, PDTA Department

Lecturer. "High-Speed Rail and the urban realm: European experience and opportunities for the United States" (2016).

Academy of Art University, San Francisco

Guest Critic. Master of Architecture program final studio review for the (2014)

Sapienza University of Rome, Department ITACA

Teaching Assistant. Architecture and Urban Design program (2004/2008).

Sapienza University of Rome, Department ITACA

Contract Professor. Sciences of Comfort program (2006/2007).

Sapienza University of Rome, Department ITACA

Researcher. Environmental requalification of informal settlements in Rome (2006/2007).

Tsinghua University, School of Architecture

Visiting Researcher. "Sustainable guidelines for the transforming city" (2006).

Global Studio, UIA World Congress, Istanbul Turkey

Researcher, Designer. Re-qualification of a UNESCO World Heritage area in Istanbul. (2005).

Sapienza University of Rome, Department ITACA

Researcher, Designer. Energetic retrofitting of a historic city block development in Senigallia (2005).