

Herbert Flor

Urban Planning + Design

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Dynamic, ingenious, team-player with superb blend of master planning, architectural designing, 3D modeling and presentation skills. Proven ability to handle multiple assignments efficiently under extreme pressure while meeting deadlines. Always having creative solutions to facilitate and expedite drawing productions. Lauded by the project manager for constantly achieving each task and never letting the team down. Always received high remarks in every year's employee evaluation. Highly interested in acquiring new and more knowledge in the field of Urban Planning.

Core Competencies

Experience in Every Design Step

- **Analysis.** Thematic mapping analysis using Geographic Information System (GIS).
- **Design.** Concept development using hand-drawn and Adobe Illustrator graphics; refining the preferred option; detailed master plan development.
- **Presentation.** Creating engaging visuals of the master plan, both 2D illustrated plan and 3D rendered model using various graphics, 3D modelling and rendering programs.
- **Report preparation.** Putting everything together in a report and presentation format.

Major Achievement

- Developed the [Addressing Manual](#) for Ras Al Khaimah. The Addressing Manual establishes guidelines for street-naming and numbering the Emirate of Ras Al Khaimah. The Addressing System was officially [launched in 2021](#) and is now under full implementation. An [Addressing Platform](#) has also been created to search and lookup addresses.

Skills

Design	Graphics	3D Modeling and Rendering	CADD	GIS
<ul style="list-style-type: none">• Urban Design• Concept Design• Master Planning	<ul style="list-style-type: none">• Adobe Creative Suite• Photoshop• Illustrator• InDesign• Adobe After Effects	<ul style="list-style-type: none">• 3ds Max• SketchUp• Vray for 3ds Max and SketchUp	<ul style="list-style-type: none">• AutoCAD• MicroStation• MXRoads	<ul style="list-style-type: none">• ArcGIS Pro• ArcMap

Professional History

Ras Al Khaimah Municipality Department

Ras Al Khaimah, UAE

Senior Urban Planning Specialist (2014 – Present)

- Involved in all aspects of planning: from concept development, preliminary master plan stage and detailed design stage.
- Developed detailed master plans for residential developments for local citizens, with total combined project area of 300 ha. Task includes coordination with various utility, roads and traffic disciplines to deliver a complete master plan package.
- Prepared concept master plans for various other residential developments with total combined area of more than 3,000 ha, including concept design for an Academic City.
- Prepared design concept for public realm revitalization of old and historic areas in Ras Al Khaimah.
- Prepared concept structure plan for a project site covering more than 18,000 ha.

- Developed Addressing Manual for Ras Al Khaimah Emirate. This manual establishes guidelines for street-naming and numbering the whole Emirate. It was officially launched in 2021 and is in full implementation.
- Supported the GIS Center for the implementation of the Addressing System, by providing guidance on the thoroughfare type identification, numbering sequence and other related queries during the implementation.
- Researched, benchmarked and developed planning standards relating to: Emirati Neighborhood Planning, Urban Design, and Street Design Guidelines.
- Prepared master plan reports using Adobe InDesign, supported with graphics created in Photoshop and Illustrator.
- Created a 3D model of a whole project site using SketchUp and 3ds Max. Created still and fly-through animation renders of the site using 3ds Max and Vray plugin. Used Adobe After Effects to stitch together the stills and fly-through animations, combined with motion graphics text and notes, and music.
- Prepared and delivered PowerPoint presentations to higher management and other external stakeholders.
- Utilized Geographic Information System (GIS) thematic mapping capabilities to create various site analysis and help identify potential areas for future developments.

Parsons Corporation

Dubai, UAE

2005-2014

Junior Urban Planner (2008 – 2014)

Assistant CADD Supervisor (2007 - 2008)

CADD Draftsman (2005 – 2007)

- Prepared Site Analysis diagrams illustrating existing vegetation and infrastructure, other proposed developments that may impact the site, and site connections to existing and proposed roads. These diagrams became part of a presentation package to the client and the Concept Design documents.
- Developed framework diagrams illustrating residential clusters and centers, potential locations of community facilities, internal and external road connections and buffers. A panel of reviewers discuss and critique these diagrams and refinements made before presentation to the client.
- From the Framework plan, developed detailed master plan illustrating Land-Use, Road Hierarchy, Open-Space Network and Community Facilities diagram.
- Prepared Detailed Neighborhood Cluster Diagrams for presentation and discussion with clients, to illustrate urban design strategies for placemaking, walkability, pedestrian and vehicular circulation, landscape strategy, etc.
- Developed various apartment building elevation styles based on the regional characters of KSA. Prepared concept plans for villas and duplex apartments. These were further refined and developed with the senior architect in close coordination with client representative.
- Developed 3D models and rendering of apartment buildings and villas for client presentation Assisted in preparation of various multi-family blocks, with varying number of buildings and arrangements, to be used for building loading of the plans.
- Prepared parcelization and building-loading plans for villas and apartment buildings. Supervised CADD team ensuring that drawings output are of high standards despite hectic deadlines at the same time coordinated with other disciplines if necessary.
- A pioneer the Middle East offices of Parsons to implement the use of Projectwise, used to manage and monitor drawing creation, production and revisions.
- Developed a system of using tags to automate area calculations in Microstation and means of exporting plot information to excel file, by which plot report preparation was dramatically reduced.
- Assisted in 3D design development of roads and utility infrastructure by using advanced modeling software MXRoads.
- Well versed in the use of ACONEX to manage and submit final contractual drawings.

- Prepared CADD Manual and ensured its proper implementation

Projects

Dubai, UAE: Arabian Canal, Emirates Tourism Village, Bawadi Project, Warsan Community, Emirates Investment Park, The Lagoons, Dubai Healthcare City II, Dubai Biotechnology and Research Park, Jebel Ali Village, Business Bay Extension (Muhammad Bin Rashid Canal), Culture Village Phase 2, Reem Development, Arabian Ranches 2

Sir Bani Yas Island Abu Dhabi, UAE Ajman MAG Island Ajman, UAE Qetaifan Islands Doha, Qatar Ministry of Housing Project, King Abdullah Economic City Kingdom of Saudi Arabia Mirbat Resort Oman Dounya Parc, Algiers Algeria

Parsons Corporation

Doha, Qatar

2004-2005

CADD Draftsman

V.V. Soliven Group of Companies

Manila, Philippines

2004

Architectural Designer

Peak Development Inc.

Makati City, Philippines

2003-2004

Architect

RSP Lim Construction Co. Inc.

Manila, Philippines

2002

Project Architect

Parsons Corporation

Makati City, Philippines

2001-2002

Associate Designer

Education

Bachelor of Science in Architecture

Bicol University, Philippines

2000

License & Certification

Architect

Philippine Professional Regulation Commission (PRC)

Jan. 2001

PRC No. 16456

Distinction

8th Placer

Licensure Examination for Architects

Philippine Professional Regulation Commission (PRC)

Jan. 2001
