



ARTURO VIOLANTE SENDEROS  
2023 BOOK

# ARTURO VIOLANTE SENDEROS

LOCATION: Mexico city, Mexico. 03100  
CELL PHONE: +52 55 18 23 24 87  
E-MAIL: arturo@vsaa.mx  
NATIONALITY: Mexican | Spanish  
DATE OF BIRTH: June | 22 | 1987

## RESUME

### WORK EXPERIENCE

- Mexico city.  
Dec 2017  
to present

**VSAA. Violante Senderos Architects. Entrepreneurship.**  
**Founder and CEO.**  
TASKS: Supervise the design and construction of our projects, engineering management and other teams involved. Time and cost control. Follow up with clients.  
SIGNIFICANT PROJECTS: Architectural branding and retail stores (+12) of Havoc (tailor made suits). 119 Medellín residential building. Aztlán Hotel. Architectural branding and flagship store for Marol Mexico.
- London/  
México city.  
March 2023  
July 2023

**HABITAS Hotels**  
**Head of Architecture.**  
TASKS: Organize the area with the new goal of achieving 10 openings per year. Utilize Operations insights to better understand our guests' needs and automate 80% of our funnel, all while prioritizing revenue.  
SIGNIFICANT PROJECTS: Habitas on: Atacama (**Chile**), Hudson (**USA**), Todos Santos (MX), Zion (**USA**), San Miguel de Allende (MX), NEOM (**KSA**), Jeddah (**KSA**) Santa Teresa (**Costa Rica**).
- México city.  
Nov 2022  
March 2023

**House of Kirschner**  
**Director of Architecture.**  
TASKS: Create the area, follow up with clients, turn around the perception of the company from events to an architectrue firm.  
SIGNIFICANT PROJECTS: SUA Mérida, Volga Hotel, Bagatelle Tulum, Terraza KAIA, plus hospitality and residences projects.
- Mexico city.  
Aug 2019  
Oct 2022

**Flat.mx. StartUp**  
**Director of Architecture. Founding team.**  
TASKS: Create from the ground up the architecture area, providing attractive design that's also fast and scalable to achieve customers and market standards.  
MILESTONES: Built a scalable property remodelling process that allowed us to renovate +200 homes by managing a team of +280 people, achieving an >80% client satisfaction (no warranty claim) having budget savings against forecast. Also built a tech assisted process to help end to end renovations in 2 weeks.
- Mexico city.  
Feb 2016  
Aug 2019

**Sordo Madaleno Group.**  
**Project manager.**  
SIGNIFICANT PROJECTS: MITIKAH, Torre del Bosque, Antara phases I and II, Moliere 222, Parque Toreo.
- Mexico city.  
Aug 2012  
Feb 2016

**Legorreta.**  
**Architect. Project manager.**  
SIGNIFICANT PROJECTS: Miyana (MX), Panaderías Elizondo (MX), Cross Border Xpress OTAY (**USA**), Concurso NAICM (MX), AKU Nairobi (**Kenya**), AKU y AKUH Arusha (**Tanzania**).
- Madrid.  
Dec 2010  
Jul 2011

**Valladares Ingeniería**  
**ICT Intern.**



### EDUCATION

- Architecture  
bachelor's  
degree.

Universidad Nacional Autónoma de México (UNAM).  
Taller Jorge González Reyna.  
2007 - 2012.
- Universidad Autónoma de Madrid (UAM).  
Escuela Técnica Superior de Arquitectura (ETSAM).  
2010 - 2011.
- Highschool

Centro Universitario México (CUM)  
2003 - 2006.

### SOFTWARE

|                   |       |                   |       |
|-------------------|-------|-------------------|-------|
| Google Suite      | ●●●●○ | Autodesk Auto CAD | ●●●●● |
| Microsoft Office  | ●●●●● | Autodesk Revit    | ●●●●○ |
| Adobe Photoshop   | ●●●●○ | Trimble SketchUp  | ●●●●● |
| Adobe Illustrator | ●●●○  | Artlantis         | ●●●○  |
| Adobe Indesign    | ●●●●○ | Rhinoceros        | ●●○   |

### LANGUAGES



### SEMINARS AND CONFERENCES

- 2010 – Exchange scholarship to attend the fourth year of architecture at the Universidad Politécnica de Madrid (UPM) at it's Escuela Técnica Superior de Arquitectura (ETSAM).
- 2008 – 3th International Congress of High Bioclimatic Technology Architecture and Sustainable Design. UNAM.
- 2009- 4th International Congress of High Bioclimatic Technology Architecture and Sustainable Design. UNAM.

### ADDITIONAL

- April 2012: Collaboration with the architectural magazine OBRAS, April issue (2012) article about the great movie palaces in Mexico City.
- June 2020: Podcast Planta Libre Ep. 134 about architectural adaptability and refurbishing as an answer to current overpopulated cities.







# AZTLÁN HOTEL

VSA

ON GOING  
TEPOZTLÁN. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.

CLIENT FOLLOW UP.



# HAVOC ALTAVISTA

VSA

2020  
CDMX. MEXICO.

ARCHITECTURAL BRANDING.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.

CONSTRUCTION.  
CLIENT FOLLOW UP.







# HAVOC MASARYK

VSA

2018  
CDMX. MEXICO.

ARCHITECTURAL BRANDING.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.

CONSTRUCTION SUPERVISION.  
CLIENT FOLLOW UP.







# MAROL

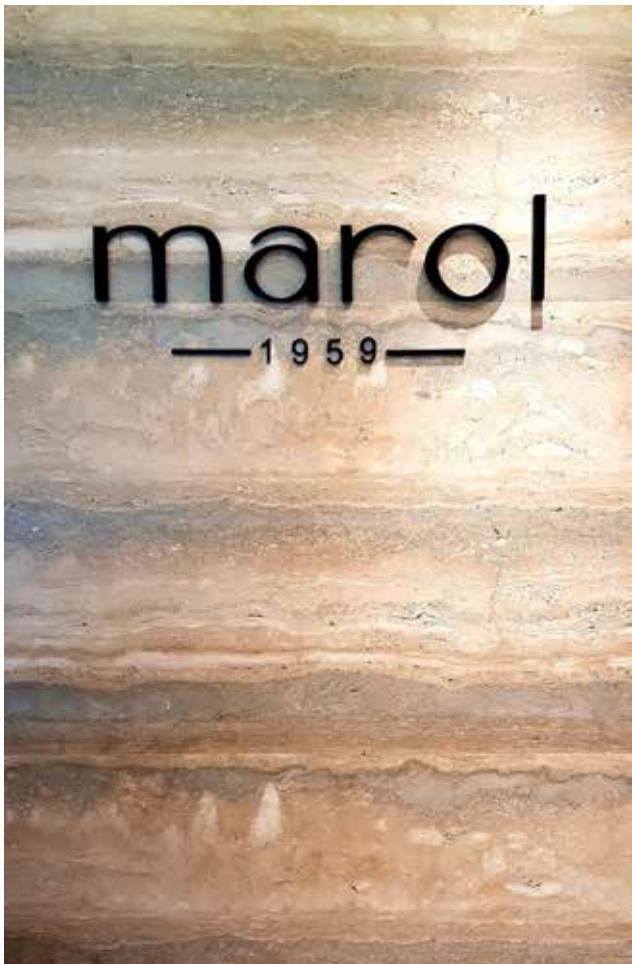
VSA

2018  
CDMX. MEXICO.

ARCHITECTURAL BRANDING.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.

CONSTRUCTION SUPERVISION.  
CLIENT FOLLOW UP.







# ROU STUDIO

VSA

2021  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.





**BGC GROUP.  
DIFFERENT PROJECTS.**  
VSA

2018  
CDMX, TULUM. MEXICO.  
  
CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.

HOSPITALITY





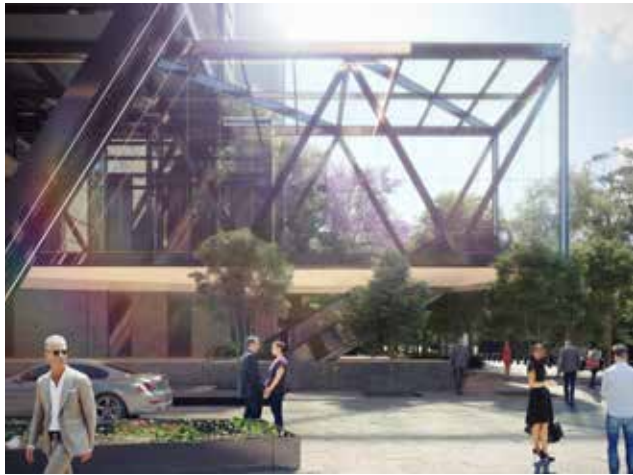


**TORRE DEL BOSQUE.**  
**SORDO MADALENO**  
**ARQUITECTOS**

2019  
 CDMX. MEXICO.

CONCEPTUAL DESIGN.  
 DESIGN DEVELOPEMENT.

HOSPITALITY RESIDENCES







**MITIKAH. TORRE M.**  
**SORDO MADALENO**  
**ARQUITECTOS**

2017  
 CDMX. MEXICO.

CONCEPTUAL DESIGN.  
 DESIGN DEVELOPEMENT.  
 EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
 SUPERVISING.







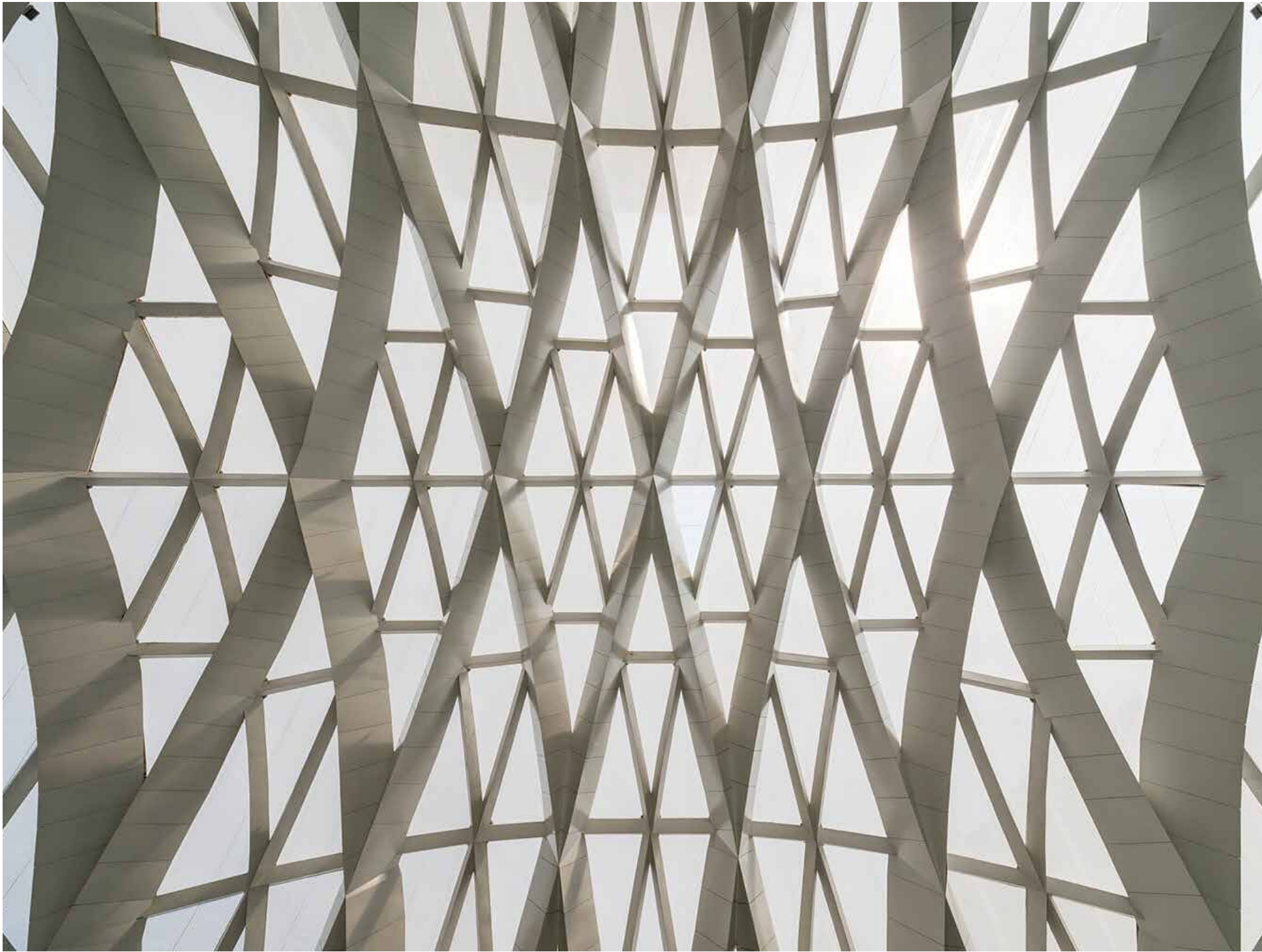
**SMA OFFICES.**  
SORDO MADALENO  
ARQUITECTOS

2018  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
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ENGINEERING AND CONSTRUCTION  
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**PARQUE TOREO.**  
SORDO MADALENO  
ARQUITECTOS

2016  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
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ENGINEERING AND CONSTRUCTION  
SUPERVISING.



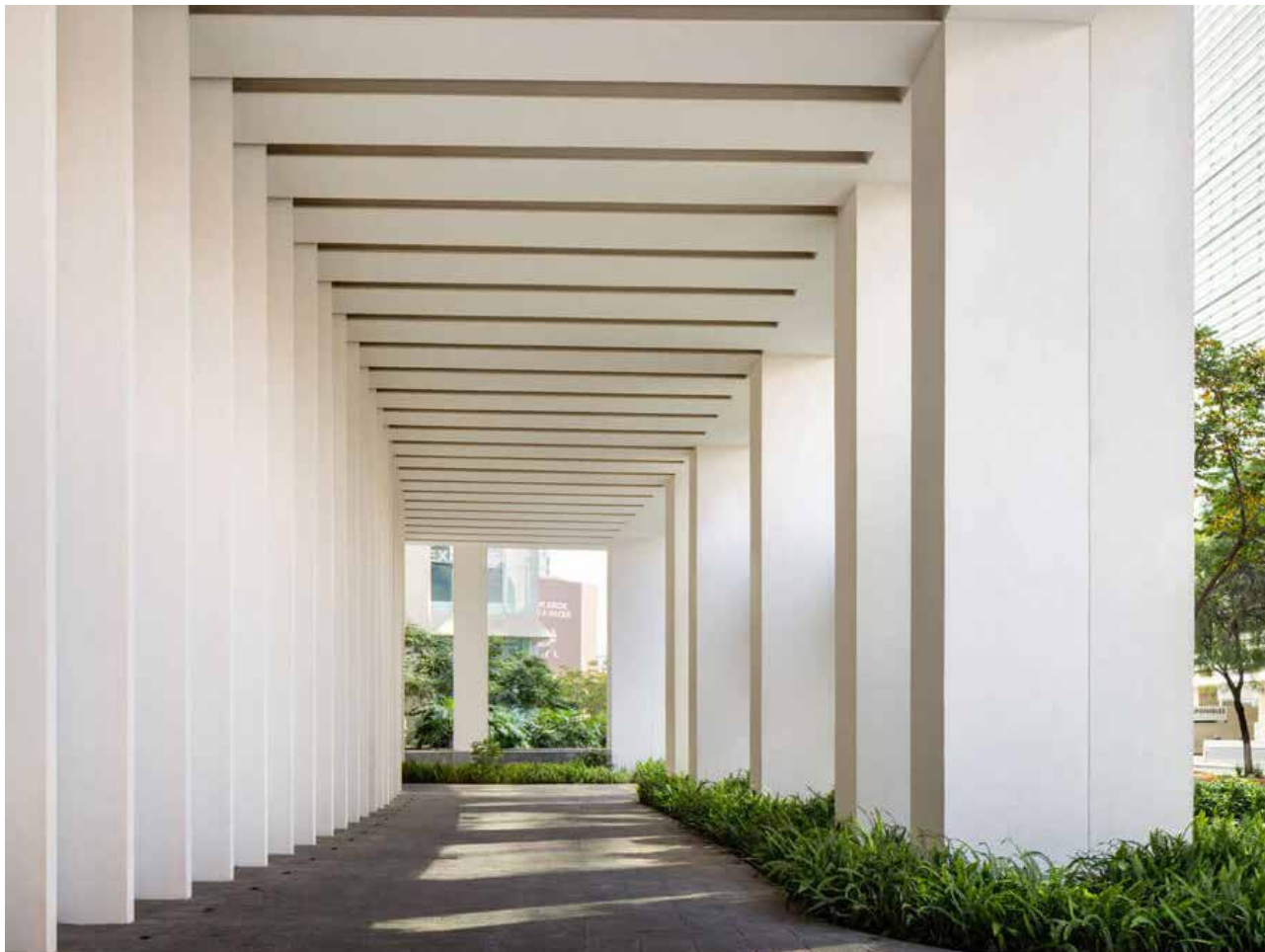


# **ANTARA II.** **SORDO MADALENO** **ARQUITECTOS**

2017  
 CDMX. MEXICO.

CONCEPTUAL DESIGN.  
 DESIGN DEVELOPEMENT.  
 EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
 SUPERVISING.





# PALACIO DE HIERRO POLANCO. SORDO MADALENO ARQUITECTOS

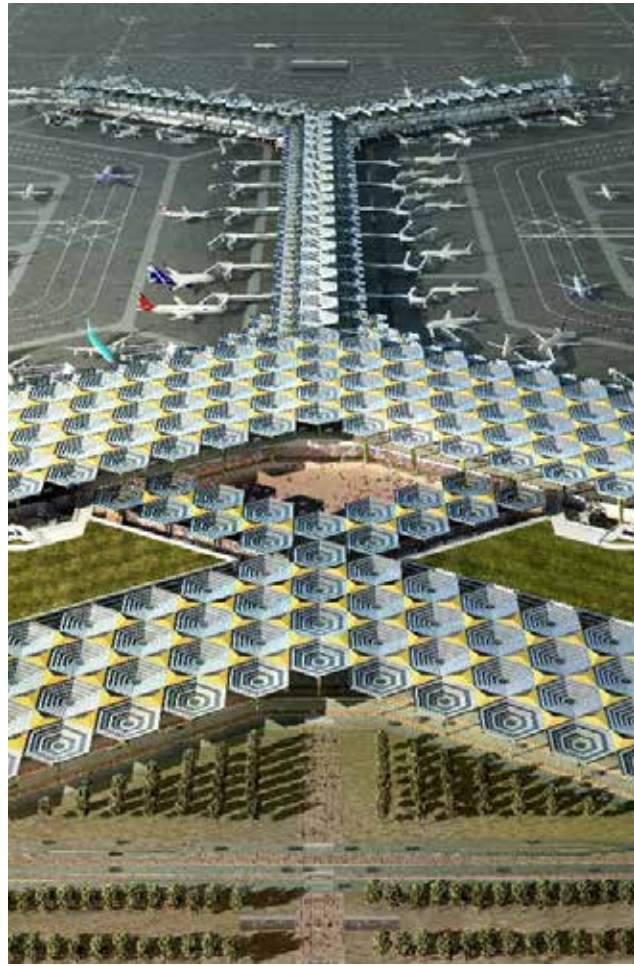
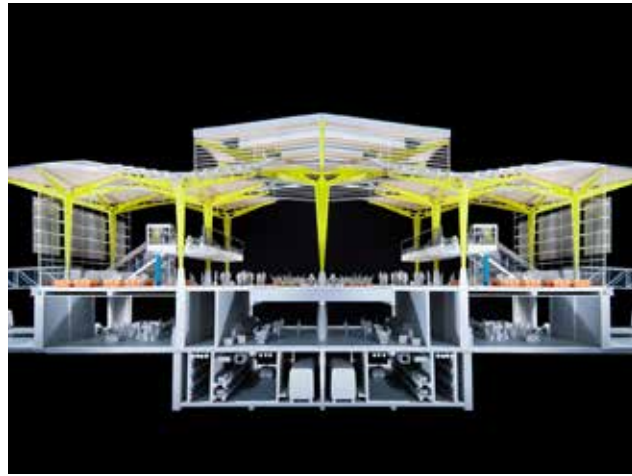
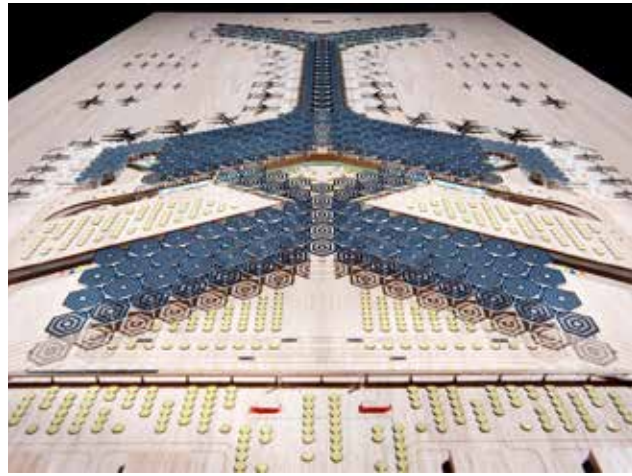
2018  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
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SUPERVISING.





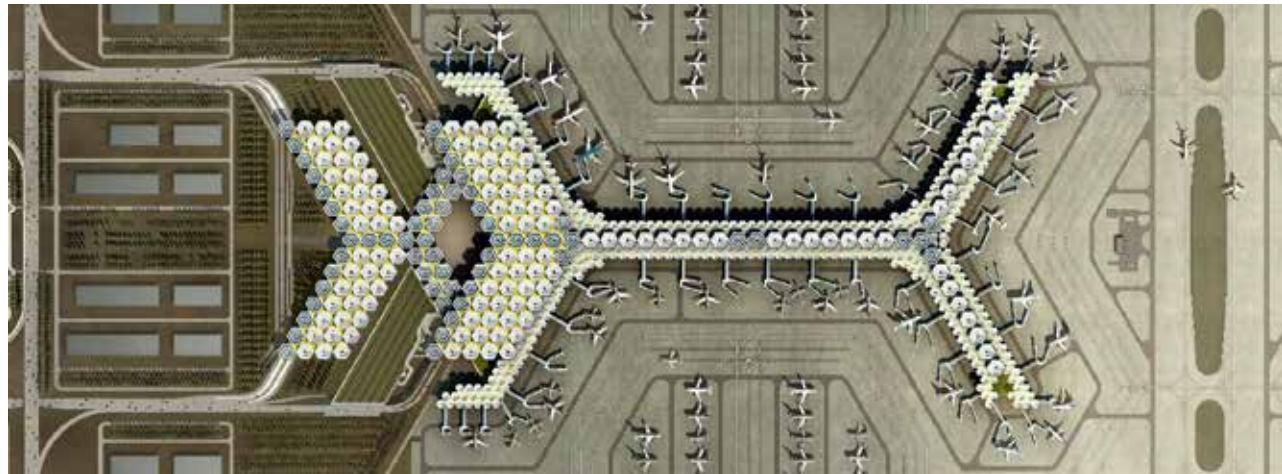


# NAICM. NEW MEXICO CITY INTERNATIONAL AIRPORT CONTEST.

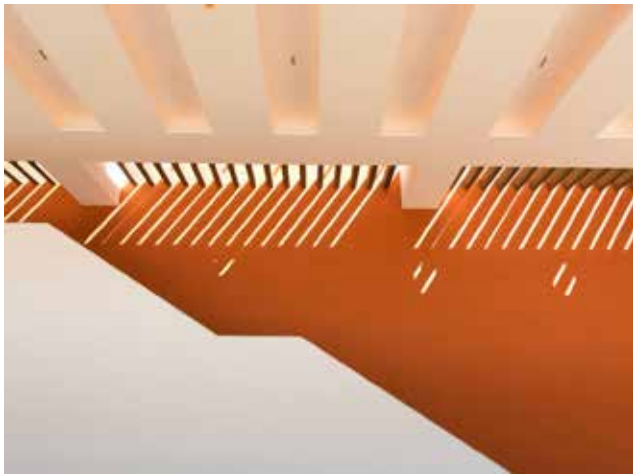
LEGORRETA | ROGERS  
STIRCK HARBOUR +  
PARTNERS

2014  
CDMX. MEXICO.

CONCEPTUAL DESIGN.







**MIYANA**  
**LEGORRETA**

2016  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPMENT.  
EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
SUPERVISING.





# OTAY CROSS BORDER XPRESS

LEGORRETA

2015  
SAN DIEGO, USA.

CONCEPTUAL DESIGN,  
DESIGN DEVELOPEMENT,  
EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
SUPERVISING.





**AKU: AGA KHAN  
UNIVERSITY**  
LEGORRETA

2014  
NAIROBI, KENYA.

CONCEPTUAL DESIGN,  
DESIGN DEVELOPEMENT,  
EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
SUPERVISING.



# AKU: AGA KHAN UNIVERSITY

LEGORRETA

2015  
ARUSHA. TANZANIA.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.

ENGINEERING AND CONSTRUCTION  
SUPERVISING.





**LOW COST  
REFURBISHMENTS.**  
FLAT.MX

2019 - 2022  
CDMX. MEXICO.

CONCEPTUAL DESIGN.  
DESIGN DEVELOPEMENT.  
EXECUTIVE PROJECT.  
CONSTRUCTION.  
WARRANTIES FOLLOW UP.



BEFORE



BEFORE



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BEFORE





## LOW COST REFURBISHMENTS.

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