

"We establish shared positions with clients from the outset. We responsibly develop and guide integrated teams. We inject visions that generate inventive processes and solutions."

Rusty Herron

Principal, AIA

Rusty Herron is a co-founder and Principal of Lo-Fi Architecture, which was established in January of 2010. Prior to becoming a registered Architect, he studied in Texas, Arizona and Italy, acquiring two architectural degrees. He has practiced in Houston, Austin, Dallas, Denver and San Francisco before launching Lo-Fi. Rusty has been a proponent of Building Information Modeling technology since he first began exploring its use as a tool to study conceptual design creations during his graduate studies at Arizona State University. Since then, he has successfully incorporated the use of BIM software with integrated teams in all design and construction phases of recent projects. Outside of all of this, Rusty has been a leisurely musician most of his life, and enjoys recording his musical musings in his spare time.

CERTIFICATIONS...

Licensed Architect in Texas

EDUCATION...

Master of Architecture, May 1992
Arizona State University, Tempe, AZ

Bachelor of Environmental Design, May 1990
Texas A&M University, College Station, TX

CAREER...

Lo-Fi Architects – Dallas, TX. Current. Principal & Owner
Texas Health Resources - Arlington, TX. 2003-2010
Gensler - Dallas, TX. 1998-2003
Aguirre Roden - Dallas, TX. 1996-1998
Graeber, Simmons & Cowan - Austin, TX. 1994-1996
Watkins Hamilton Ross - Houston, TX. 1992-1994

AFFILIATIONS...

Dallas Revit User Group
American Institute of Architects
Texas Society of Architects

NOTABLE WORK...

Container House* – *Unspecified, Current*

Canton & Ervay* – *Dallas, TX, 2009, Mixed-Use & Residential*

Jean Junkie* – *Allen, TX, 2008, Retail, 940sf*

Wildflower Resort – *Grand Prairie, TX, 2002*

SMU Broadcasting School – *Dallas, TX., 2002, Institutional*

Anderson Consulting – *San Jose, CA, 2001*

Broadlane - *San Francisco, CA, 2001, Office, 142,000sf.*

RadioShack Answers University – *Fort Worth, TX, 2000.*

IBM E-Business – *Dallas, TX, 2000, Office, 20,560sf.*

Metlife Building – *Austin, TX. 1999, Shell Office Building*

Aventerra – *Southlake, TX., 1999, Master Planning*

Memorial City – *Houston TX., 1999, Master Planning*

Dell Testing Facilities – *Round Rock, TX, 1999, Lab*



Sun Microsystems – *Broomfield, CO.*, 1998, Master Planning & Shell Building

Texas A&M International University – *Laredo, TX.*, 1998, Student Center

TXCN Cable News Station – *Dallas, TX.*, 1997, Renovation

Cox Communications – *Omaha, NE.*, 1996, Office

Applied Materials – *Austin, Tx.*, 1995, Industrial

School of the Woods Montessori – *Houston, TX*, 1994, Education

Morristown Memorial Hospital – *Morristown, NJ.*, 1993, Healthcare

**This is a Lo-Fi project. All other projects listed above were designed or completed while working with the firms noted above.*

