



CONTACT

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AREAS OF FOCUS

XR, Web3, Metaverse, NFT, Blockchain, Experiences, Events, Exhibitions, Shows, Creative, Design, Installations, Fitness, Wellness,

EDUCATION

BA (Hons) Graphic Design Communication

2013 - 2016

1st Class Diploma,
Chelsea College of Art & Design,
University of the Arts London

FDA Fine Arts

2012 - 2013

Merit Diploma,
Central Saint Martin's,
University of the Arts London

LANGUAGES

Expert: English, Ukrainian, Russian

Basic: Spanish

ANGELINA ALEKSANDROVICH

XR & web3 Producer, Product/Project Manager

Experienced XR & web3 Producer and Product/Project Manager adept at driving innovative projects from concept to launch. Skilled in leading multidisciplinary teams to create immersive experiences. Proven track record in managing full project lifecycle, from planning to execution. Passionate about pushing the boundaries of XR and web3 technologies to deliver impactful user experiences.

WORK EXPERIENCE

Founder, CEO, Product Owner

RD Land Multiverse | Mar 2021 - June 2023

- Founded & conceptualised XR, web3 multiverse startup
- Raised \$700K for Seed Round from investors
- Grew community to 17K+, 15K+ Beta sign-ups, 700+ MAU
- Managed investor relations and reports
- Developed business strategies aligning short-term goals with vision
- Created product roadmap based on market needs & user feedback
- Built and led remote teams with inspirational leadership
- Prioritized and managed product backlog
- Led creative visioning, brand development, and strategies
- Facilitated innovative brainstorming sessions
- Directed design of metaverse, NFT avatars, and XR events
- Produced multisensory XR content, managed partnerships

Virtual Event Producer

Remarkably (Client: eBay) | Sept 2021 - Nov 2021

- Produced real-time virtual web event for 300+ attendees
- Managed project timeline and milestones
- Oversaw production suppliers and talent
- Directed content production for teams
- Tracked and managed the entire production process and assets
- Prioritized and managed project backlog
- Provided technical guidance for optimal client experience

VR Producer & Project Manager

Immerse (Client: MARS Wrigley) | Mar 2020 - Jul 2020

- Led rapid development of VR learning tool for Mars Inc.
- Created budgets, schedules, and wireframes
- Applied Scrum framework, managed sprints
- Managed and prioritized backlog, created timelines
- Oversaw remote international team
- Tracked project from start to finish
- Tested deliverables, reported weekly progress to client



SKILLS

- XR Technologies Proficiency
- Web3 Knowledge
- Team Leadership
- Experience/Event Production
- Project/Product Management
- Product Development
- Client Relationship Management
- Innovative Thinking
- Financial Acumen
- Quality Assurance and Testing
- Adaptability and Learning Agility

TECHNICAL PROFICIENCY

SOFTWARE

Expert: Jira, Trello, Asana, Notion, Adobe Suit, Office, Google Workspace, Wix, Canva, Figma, CapCut, Chat GPT, Midjourney, Apple, Microsoft, Discord, Google Analytics

Intermediate: Cinema 4D, Git

Basic: Unity, Unreal, Touch Designer, WebXR Frameworks, Blockchain, AWS

HARDWARE

Oculus, Vive VR, 360 cameras, DSLR, video cameras, drones, Kinect, projectors, depth cameras, AR capable phones, multi-touch surfaces, mocap systems, video walls, smartwatches, scent-emitting devices, haptic suits, biometrics.

XR & IRL Events Producer , Research Project Manager

Raspberry Dream Labs | Jan 2019 - Jan 2021

- Founded and led open research collective with IRL & XR event arm
- Hosted 150+ IRL & XR events, including world's 1st Burning Man in VR (2020)
- Published academic paper 'Shared multisensory arousal in VR' in Paladyn Journal
- Developed research objectives, policies, and strategic plan
- Assembled and led team, conducted literature reviews, performed original XR research
- Ensured compliance with health, safety, and ethics standards
- Planned future research, managed budgets, schedules, backlog, content production
- Negotiated with partners, contractors & sponsors
- Executed UNSENSORED IRL & VR event series including conferences, workshops, parties
- Oversaw all event aspects: location, staff, talent, A/V, set design
- Designed marketing strategies, digital assets, brand identity

Interactive Producer

OMM Agency | May 2018 - Aug 2018

- Led innovative brand activations for product launches incorporating motion capture installation and cycling VR experience.
- Managed the design team and oversaw the project delivery
- Created treatments, UX charts, site maps, wireframes.
- Tested deliverables, reported weekly progress to client
- Clients: Nike, Samsung

XR Producer

Layered Reality | Nov 2017 - Mar 2018

- Led Immersive Theatre Production SOMNIA.
- Produced multisensory, social VR experience & 'dotdotdot' app
- Created budgets, schedules, wireframes
- Managed and prioritized backlog, created timelines
- Managed remote team, oversaw execution
- Reviewed deliverables, presented progress to the client
- Managed suppliers, negotiated for best value
- Oversaw content production, asset approval
- Designed UX flow charts, UI assets
- Provided creative input, experiential guidance

XR Producer & Project Manager

Alex & Rovich | July 2017 - Apr 2019

- Managed XR consultancy focusing on concept, design, strategy, project management
- Created project proposals, budgets, schedules, and wireframes
- Managed and prioritized backlog, created timelines
- Delivered projects from start to finish
- Tested deliverables, reported weekly progress to client
- Worked globally with diverse brands in arts, music, entertainment, retail
- Clients: Ho99o9, Passion Pictures, BangOn! NYC, Her Visions, Spring Studios