



ANGELINA ALEKSANDROVICH

XR & web3 Creative Director, Experience Designer

Creative Director and Experience Designer specializing in XR & Web3 technologies. Known for crafting immersive digital experiences that blend artistry with technical innovation. Proven track record in leading teams to deliver cutting-edge VR, AR, and Web3 projects. Skilled in strategic planning, team leadership, and pushing the boundaries of digital storytelling. Passionate about creating engaging and impactful experiences that elevate brand presence.

CONTACT

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- in [LinkedIn profile](#)

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

WORK EXPERIENCE

Founder, CEO, Creative Director

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
- Built and led remote teams with inspirational leadership
- Led creative visioning, brand development, and strategies
- Directed creative design of metaverse, NFT avatars, and XR events
- Produced & designed multisensory XR content
- Curated virtual exhibitions and events
- Led brainstorming/creative sessions to generate & build ideas

XR Researcher, Creative Director

Raspberry Dream Labs | Jan 2019 - Jan 2021

- Founded and led open research collective with IRL & XR event arm
- Hosted 150+ IRL & XR events, incl. world's 1st Burning Man in VR (2020)
- Published academic paper 'Shared multisensory arousal in VR' in Paladyn Journal
- Led the conceptualization and design of immersive XR research
- Assembled a cross-functional team to develop innovative concepts
- Oversaw the development and execution XR research
- Directed the creative vision in alignment with project goals.
- Managed budgets, timelines, and resources
- Executed UNSENSORED IRL & VR event series including conferences, workshops, parties
- Designed marketing strategies, digital assets, brand identity

Creative Designer

Pixel Artworks | Apr 2019 - Aug 2019

- Conceptualized creative responses from brief to proposal
- Crafted creative proposals for global brands, aligning with business needs and budgets.
- Clients: Swarovski, Samsung, Newfoundland, McArthur Glen, Dubai Expo 2020



SKILLS

- XR Design Expertise
- Web3 Integration
- Creative Leadership
- UI/UX Design
- Storytelling through Design
- Experience/Event Production
- Project/Product Management
- Product Development
- Technical Proficiency
- Client Communication
- Innovative Thinking
- Team Collaboration

TECHNICAL PROFICIENCY

SOFTWARE

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

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.

Experience Designer

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 Experience Designer

Layered Reality | Nov 2017 - Mar 2018

- Led Immersive Theatre Production SOMNAI
- Designed and co-directed a multisensory, social VR experience and 'dotdotdot' app.
- Designed UX flow charts and UI assets.
- Collaborated with teams to develop concepts, ensuring creative vision aligns with technical feasibility.
- Iterated designs based on feedback and analytics for optimal user engagement.
- Developed AR using Vuforia
- Supervised a remote team, ensuring effective execution of tasks.
- Tested deliverables, presented project progress to clients and stakeholders.
- Oversaw content production and approval of assets.
- Provided creative insights and experiential guidance throughout the project.

XR Designer & Creative Director

Alex & Rovich | July 2017 - Apr 2019

- Managed XR consultancy focusing on concept, design, strategy, project management
- Worked globally with diverse brands in arts, music, entertainment, retail
- Lead XR projects, crafting immersive VR and AR experiences
- Oversaw projects from ideation to execution, meeting deadlines and budget requirements.
- Presented concepts to clients and stakeholders, articulating value and vision.
- Clients: Ho99o9, Passion Pictures, BangOn! NYC, Her Visions, Spring Studios

VR Creative & Digital Designer

INATION | July 2016 - Oct 2017

- Developed initial pitch offerings which led to winning several contracts with global brands worth upwards of \$1million+.
- Creatively led and art-directed projects from the brainstorming through completion.
- Designed for immersive experiences - VR, AR, and interactive installations.
- Created artwork for print and digital, UI and UX design, 360 video compositing and animation.
- Clients: Adidas, Dove, The Shard, BAE, Burj Khalifa, TATA Communications, Formula 1.



PRESS & MEDIA COVERAGE

VICE, BBC, Forbes, DAZED, Business Insider, Reuters, Wunderman Thompson, Tech Round, XBIZ, Brut, Screenshot, Bustle, Sifted, Her Story, Cointelegraph, Cryptonomist, Huff Post, The Sun, Refinery 29, mixmag, It's Nice That, Evening Standard, Secret London, The Guardian, TimeOut, Telegraph, Metro, The Drum, Tomorrow Unlocked, VRROOM, Daily Mail, Upload VR, VR Scout, Daily Star, SEXTECH GUIDE, Future of Sex, and more.

EXIBITIONS, AWARDS & NOMINATIONS

CYBER DREAMS, Burning Man, 2022
Slava Ukraini, Online, 2022
Digital Transcendence, Online, 2022
Burning Man in VR, Online, 2020
Trans-Late Festival, Lisbon, 2019
TATE Modern, "Face-Up", 2019
Women of the Future, 2018
Elements Art Festival, NYC, 2018
SXSW, Austin, 2017
Brick Lane Gallery, London, 2012
De Oude Kirk, Amsterdam, 2012
Saatchi Gallery, London 2012
ISA National Art Competition, 2012

INTERESTS

Bodybuilding, gym, bio-hacking, diving, travel, dancing, electronic music, art, exhibitions, museums, archeology, sober living, food, cooking, self-development, technology, futurism, sci-fi, audio books, sadhu, ice bath, yoga, meditation

Conceptual Designer

Skybridge Albion Ltd | Apr 2015 - Jul 2015

- Created a new concept for the Gaming Party Bus project.
- Defined direction for the brand, and designed identity and interior for their second gaming truck, including a new logo, brand colors, multiple banners for web and social channels, and merchandise.
- Designed spatial 3D renders in Cinema 4D. Specified selection of colours, materials, fixtures and finishes.

Digital Graphic Designer

Cirque le Soir | Jun 2014 - Nov 2014

- Designed promotional and marketing material, and digital and print design.
- Created content for and managed social media channels.
- Edited and retouched club and corporate photography.
- Designed internal documents, presentations, floor plans, brochures, menus, adverts, newsletters, digital banners, websites and other corporate media.