

SUMMARY

Experience designer, creative/art director, producer & consultant specialising in storytelling through Extended Reality (XR) technologies. Worked with many global brands on a number of high-profile productions where she designed and directed cutting-edge interactive technology activations. Angelina is using technology to create innovative user experiences that also deliver complex communications requirements.

WORK EXPERIENCE

Raspberry Dream Labs - Founder, CEO & Creative Director 2019 JUL - Present

Sex-tech start-up creating innovative multi-sensory solutions for cybersex. Founded & conceptualised start up, developed and implemented operational policies and a strategic plan, assembled team, provided inspired leadership, assembled team, developed company's creative vision & strategy, created budgets & schedules, managed research and public-facing project, produced, designed and directed multisensory XR content & events, negotiated with partners, contractors & sponsors, developed marketing strategy and designed digital assets and brand identity.

Alex&Rovich - XR Designers & Creative Director 2017 JUL - Present

Independent creative consultancy, specialising in concept, experience design, creative strategy and direction, project management, production, UX, UI and 3D development for immersive XR experiences. Working world-wide, including USA and China, with the brands that span a range of sectors including art, museums, music, entertainment, leisure and retail. Clients: Ho99o9, Passion Pictures, BangOn! NYC, Her Visions, Spring Studios, Daniel Pascal Tanner, Boogie Zoo.

Projection Artworks - Freelance Creative 2019 APR - AUG

Managing creative response from brief to proposal across a range of global and national high-profile brands. Crafting insightful, inspirational and achievable proposals / pitches for clients, in line with their business needs and budget.

Clients: Swarovski, Samsung, Newfoundland, McArthur Glen, Dubai Expo 2020

OMM Agency - Freelance Experience Designer 2018 JUN - AUG

Conceptualised, prototyped, art directed and creatively led advanced technological brand activations for launch of new products, including motion capture installation and cycling VR experience. Oversaw the design team and managed the project. Designed creative treatments, UX charts, site maps, wireframes, UI assets. Prototyped using Unreal Engine. Clients: Nike, Samsung

Ellipsis Entertainment - XR Producer & Experience Designer 2017 NOV - 2018 MAR

Worked on a high-profile Immersive Theatre Production SOMNAI. Produced and co-developed a multi-sensory, social, full body track, free walk VR experience and the 'dotdotdot' app - incl. AR, biometrics, & social. Created budgets, schedules, estimates, and wire frames for production. Assigned team members, managed project and oversaw execution from conception through completion. Negotiated contracts with vendors. Reviewed deliverables to ensure they meet client's objectives. Designed UX flow charts and UI assets. Developed AR using Vuforia.

Creative Designer, INITION 2016 JUL - 2017 OCT

Developed initial pitch offerings which led to winning a number of 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, interactive installations. Created artworks for print and digital, UI & UX design, 360 video compositing and animation. Clients: adidas, Dove, The Shard, BAE, Burj Khalifa, TATA Communications, Formula 1.

CONTACTS

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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

EXHIBITIONS, AWARDS & NOMINATIONS

Trans-Late Festival, Lisbon , 2019 - Group Show
Virtually Vivid, London, 2019 - Group Show
TATE Modern, "Face-Up", 2019 - Group Show
Women of the Future, 2018 - Nominee
Elements Art Festival, NYC, 2018 - Group Show
SXSW, Austin, 2017 - Official Selection
Brick Lane Gallery, London, 2012 - Group Show
De Oude Kirk, Amsterdam, 2012 - Group Show
Saatchi Gallery, London 2012 - Student Prize
ISA National Art Competition, 2012 -
1st place & Highly Commended Award

PRESS COVERAGE

It's Nice That, Evening Standard, Secret London, The Guardian, Huffington Post, TimeOut, Telegraph, The Nudge, Culture Wisper, Metro, Design My Night, Monoploe Magazine, The Drum, VRROOM, Daily Mail, Upload VR, VR Scout, Daily Star, SEXTech GUIDE, Future of Sex, EAN Magazine.

TECHNICAL PROFICIENCY

SOFTWARE

Expert: Adobe Suit, Office, Google Services, Apple and Microsoft

Working Knowledge: Cinema 4D, Unity, Unreal, Touch Designer, Resolume, Font Lab

Learning: Notch, Blender, Maya, C#, C++

HARDWARE

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

WORK EXPERIENCE

Creative / Conceptual Designer, Sky Bridge Albion

2015 APR - JUL

Conceptualised, designed and directed brand identity, incl. new logo, brand colors, multiple banners for web and social channels, merchandise. Designed identity and interior for the gaming truck. Spatial 3D renders completed in Cinema 4D. Specified selection of colors, materials, fixtures and finishes.

Graphic Designer, Cirque Le Soir

2014 JUN - NOV

Designed promotional & marketing material, digital & print design. Created content for and managed social media channel, photography edit and retouch, internal documents, presentations, floor plans, brochures, menus, adverts, newsletters, digital banners, web site and other corporate media.

PUBLIC SPEAKING

UNSENSORED talks, London, on-going bi-monthly

Bar Talks, The Hague, 2019

Love & Sex With Robots Conference, Brussels, 2019

Oxford Geek Nights, 50th Anniversary, Oxford, 2019

UX Meet Up, London, 2019

PUBLICATIONS

How does human mind influence / shape the term 'post-human'? 2016

Shared multi-sensory sexual arousal in virtual reality (VR) environments. 2019