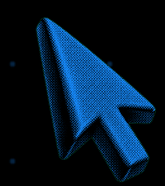
CREATIVE DIRECTOR

ALESSANDRA DOR



BRAND



PLATFORMS



CULTURE



PRODUCTS

THE PRACTICE

I BUILD WORLDS AROUND IDEAS.

My practice moves across brand, platforms, culture and products. I work from the first idea through strategy, creative direction, systems, production and launch, shaping the people, experiences and touchpoints that allow an idea to arrive whole.

01



IMAGINE

Find the idea.

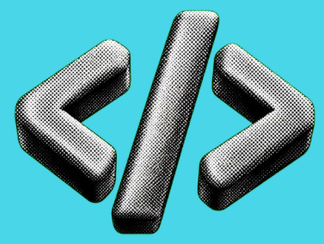
02



DESIGN

Give it language and structure.

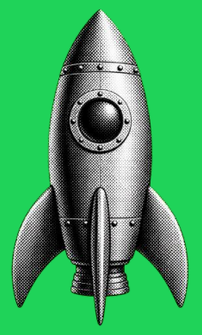
03



BUILD

Bring together the system, people and craft.

04



LAUNCH

Release it into the world.

THE FULL ARC

Strategy is useful when it survives contact with the real world.

BRAND

A brand begins with a point of view. I shape the positioning, identity, visual language and creative systems that turn that point of view into something people can recognize, experience and remember.



01 POSITION → 02 IDENTITY → 03 EXPRESSION → 04 EXPERIENCE

SELECTED WORK

01 TMRW PR

02 THE NOVOGRATZ

03 FASHION NOVA

TMRW PR

FASHION PR AGENCY · NEW YORK

ROLE: CREATIVE DIRECTION · WEB DESIGN

TMRW PR

THE BRAND

A New York agency working across fashion, talent and culture.

OPPORTUNITY

Translate the agency's positioning and point of view into a more considered digital presence.

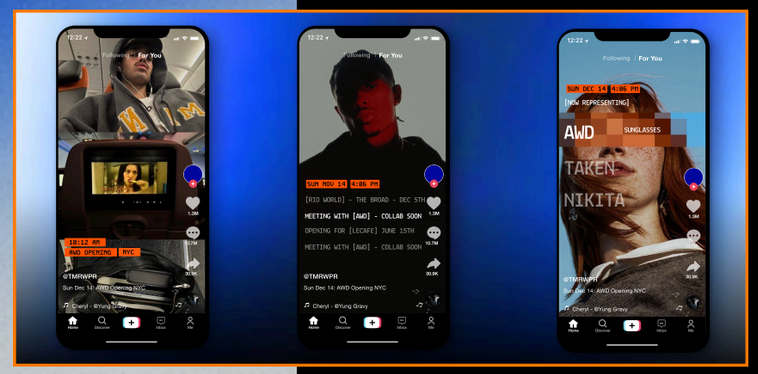
SOLUTION

Creative direction and website design that establishes a clearer visual world and gives the agency a platform designed around its work and talent.

















DESIGN · INTERIORS · LIFESTYLE

ROLE

DIRECTOR OF BRAND MARKETING

THE NOVOGRATZ

THE BRAND

A family-led design and lifestyle brand spanning interiors, media, products and entertainment.

OPPORTUNITY

Create a more connected brand and content ecosystem across a growing mix of media, social, commerce and original programming.

SOLUTION

Led brand marketing and creative direction across content, digital and audience development, while producing an Amazon pilot, branded shoots and new editorial/social channels.

FASHION · E-COMMERCE · SOCIAL

ROLE

CREATIVE DIRECTOR · 2015–2016

FASHION NOVA









THE BRAND

A rapidly growing fashion e-commerce company built around the speed and language of social culture.

OPPORTUNITY

Create greater visual consistency while supporting a high volume of campaigns, content and digital communication.

SOLUTION

Led day-to-day creative direction across branding, campaigns, digital, social and original content, while helping establish the visual standards and systems needed for the brand to scale.

PLATFORMS

Platforms turn ideas into environments. I define the proposition, architecture, experience and visual system, then work across product and development to connect what people see with what they can actually do.



01 PROPOSITION → 02 ARCHITECTURE → 03 EXPERIENCE → 04 SYSTEM

SELECTED WORK

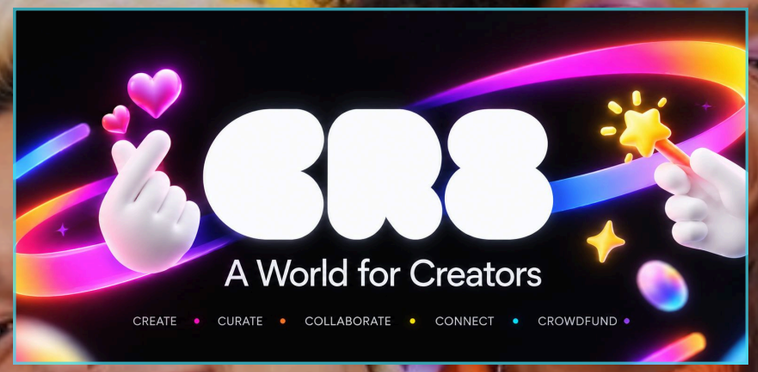
01 **CR8**
CREATIVE OPERATING SYSTEM

02 **RNBW CLUB**
QUEER SOCIAL PLATFORM









CREATIVE OPERATING SYSTEM · LIVE / EARLY ACCESS

ROLE: CO-FOUNDER · CPO · CREATIVE & DESIGN LEAD

CR8.WORLD

THE PLATFORM

A connected creative operating system for taking an idea from thought to world.

OPPORTUNITY

Creative work is fragmented across disconnected tools, causing the project's context, people and momentum to disappear as the work changes form.

SOLUTION

Created the product vision, architecture, brand, UX/UI and design system around a platform where one project can become an event, publication, product, campaign or community without restarting from zero.



QUEER SOCIAL PLATFORM · COMMUNITY · PRODUCT

ROLE | PRODUCT, CREATIVE & DESIGN LEAD

RNBW CLUB

THE PLATFORM

An invitation-only social platform created for queer and trans people of color, centered on community rather than dating.

OPPORTUNITY

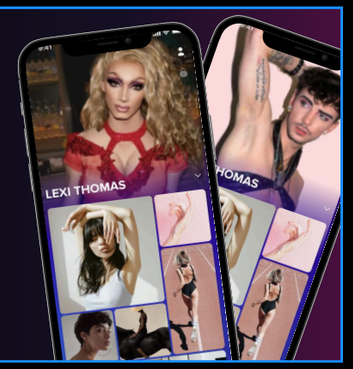
Most social platforms monetize attention at scale or reduce queer connection to dating, leaving little room for intentional community, privacy and flexible self-expression.

SOLUTION

Built the concept, brand and product around research with 1,000 LGBTQ+ participants, translating community needs into the identity, UX/UI and product direction.

PUBLIC + PRIVATE.

One account. Two modes.
You choose your audience.



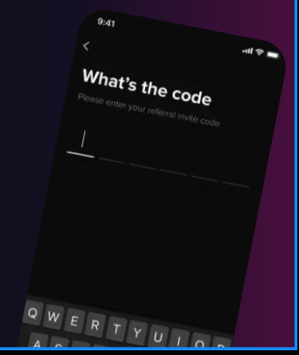
PRIVACY, BY DESIGN.

No Ads.
No Data Sold.
Your Space,
Your Rules.



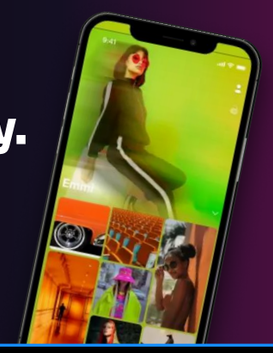
INVITE-ONLY, ON PURPOSE.

Join through
someone you trust.
Bring your people.
Keep it safe.



This isn't dating. This is community.

RNBW CLUB is for friendships, collaborators, roommates and chosen family.



EXPERIENCE

Culture happens when an idea becomes participatory. I use programming, content, space and collaboration to create experiences people can enter, respond to and carry forward.



BUILD A WORLD PEOPLE STEP INTO.

01 IDEA → 02 PROGRAM → 03 EXPERIENCE → 04 PARTICIPATION

SELECTED CULTURE

01 **REVELATION FACTORY**
KICKSTARTER FUND · OSTBAHNHOF

02 **DRIVE-IN FILM FESTIVAL**
ANTHONY MEINDL'S ACTOR WORKSHOP







CAFÉ LAPO · LISBON

ROLE

CREATIVE DIRECTION · BRANDING · PRODUCTION · ASSET DESIGN

PHENOMENA



THE EXPERIENCE

An invite-only monthly party in Lisbon bringing fashion, art, nightlife and conversation together around a new “Phenomenon” each edition.

OPPORTUNITY

Create a recurring cultural meeting point where emerging and established creatives could cross paths, be seen and build new connections.

SOLUTION

Built PHENOMENA end to end: brand identity, campaign assets, invitations, programming and guest experience, with each edition shaped by its own theme and cultural point of view.

ANTHONY MEINDL'S ACTOR WORKSHOP · LIVE PROGRAMMING

ROLE GLOBAL BRAND MARKETING DIRECTOR

DRIVE-IN FILM FESTIVAL

THE EXPERIENCE

A drive-in film festival produced through Anthony Meindl's Actor Workshop as part of broader brand and cultural programming.

OPPORTUNITY

Extend the workshop beyond classes through original programming that gave its community a shared live experience.

SOLUTION

Produced the drive-in film festival while leading global brand strategy, creative production and marketing across the workshop network.









PRODUCTS

Products give ideas a physical or functional form. I work from proposition and audience through identity, design, experience and launch, building the system around the object as carefully as the object itself.



01 IDEA → 02 PROPOSITION → 03 FORM → 04 WORLD

SELECTED WORK

01 **BU**
BEAUTY · CONCEPT / IN DEVELOPMENT

02 **NEXT PRODUCT**
PLACEHOLDER / READY FOR NEW WORK







BEAUTY · CONCEPT / IN DEVELOPMENT

ROLE

CREATIVE DIRECTION · NAMING · IDENTITY · PACKAGING

BU BEAUTY

THE PRODUCT

A future beauty concept connecting identity, object and commerce.

OPPORTUNITY

Explore what a beauty company of the future could feel like when naming, identity, packaging, image-making and commerce are designed as one system.

SOLUTION

Created the concept, naming, identity, packaging direction, art direction and commerce idea as one connected product world.











BEAUTY · CONCEPT / IN DEVELOPMENT

ROLE

CREATIVE DIRECTION · NAMING · IDENTITY · PACKAGING

BU SALON

THE PRODUCT

A future beauty concept connecting identity, object and commerce.

OPPORTUNITY

Explore what a beauty company of the future could feel like when naming, identity, packaging, image-making and commerce are designed as one system.

SOLUTION

Created the concept, naming, identity, packaging direction, art direction and commerce idea as one connected product world.

METHOD / HOW I WORK

CREATE YOUR WORLD

The idea stays constant. The disciplines change. I define what the idea needs, then shape the system, people and craft around it.

01	IMAGINE THE WORLD	Strategy, positioning, ideas, and feasibility.
02	DESIGN THE WORLD	Identity, experience, visuals, and systems.
03	BUILD THE WORLD	Websites, platforms, media, products, and production.
04	SHARE THE WORLD	Rollout, visibility, growth, and audience-building.

CAREER / SELECTED EXPERIENCE

EXPERIENCE

Creative direction, brand leadership, product thinking and production across fashion, entertainment, education, technology and culture.

OCT 2024 – NOW	CR8.WORLD	Co-Founder & Chief Product Officer
SEP 2022 – NOW	RNBW CLUB	Product, Creative & Design Lead
SEP 2020 – NOW	R3V WORLD	Founder
2019 – NOW	INDEPENDENT CREATIVE DIRECTOR & BRAND STRATEGIST	Brand · product · campaigns · production
2017 – 2020	ANTHONY MEINDL'S ACTOR WORKSHOP	Global Brand Marketing Director
2016 – 2017	THE NOVOGRATZ	Director of Brand Marketing
2015 – 2016	FASHION NOVA	Creative Director

TOOLS / SOFTWARE

Adobe Creative Cloud · DaVinci Resolve · Final Cut Pro · CapCut · Figma

HBO · Bend · CANDY///IREZ · HOLLYWOOD, CALIFORNIA GLAMGLOW · caseable · BARNEYS NEW YORK · BERGDORF GOODMAN

LET’S BUILD SOMETHING

WHAT ARE YOU BUILDING?

Brand · Platforms · Culture · Products

EMAIL
r3vworld@gmail.com

LINKEDIN
linkedin.com/in/alessandrador

PORTFOLIO
alessandra.r3v.world

BASE
NEW YORK . LOS ANGELES . LISBON

ALESSANDRA DOR / INTERDISCIPLINARY CREATIVE DIRECTOR BRING THE IDEA.