

ALESSANDRA DOR

INTERDISCIPLINARY CREATIVE DIRECTOR

Brand · Platforms · Experiences · Products

NEW YORK · LOS ANGELES · LISBON · REMOTE

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PROFILE

I BUILD WORLDS AROUND IDEAS.

Interdisciplinary Creative Director with 15+ years across fashion, entertainment, education, technology and culture. My practice moves across brand, platforms, culture and products from strategy and creative direction through systems, production and launch.

LEADERSHIP SIGNALS

- Led creative direction across established brands and founder-led ventures.
- Managed ~20 distributed creatives / interns across countries and time zones.
- Directed designers, developers, photographers, filmmakers, crews, vendors and external partners.
- Built brand systems, campaign direction and creative workflows from the ground up.

CORE SCOPE

- Creative Direction
- Brand Strategy
- Art Direction
- Integrated Campaigns
- Visual Identity
- Content Strategy
- Product Thinking
- Production
- Creative Operations

UX/UI + Design Systems

TOOLS / SOFTWARE

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

SELECTED EXPERIENCE

OCT 2024 — NOW	CR8.WORLD 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

ADDITIONAL EXPERIENCE + LANGUAGES

Earlier: Barneys New York — Sales Specialist (2013–2014); Bergdorf Goodman — Sales Specialist (2012–2013); caseable — Graphic Designer (2010–2011).

Languages: Arabic — Full Professional · English — Native / Bilingual · French — Elementary