

# Reis Gordon

Multidisciplinary Producer / Creative Director

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Multidisciplinary producer and creative director working across film, XR, virtual production, writing, and creative systems. Brings narrative development, production structure, and strategic research into finished work.

## EXPERIENCE

### Founder, AVRAI / avrai.org

Birmingham | Jan 2026 - Present

- Launched avrai.org as the public-facing site for AVRAI and clarified the product story around discovery, community, and privacy-first recommendation systems.
- Lead product direction, creative framing, website development, and waitlist infrastructure as an active Birmingham-based project.

### Associate, Double Eye Studios

New York City | Jun 2025 - Present

- Conduct XR-focused market research and strategic analysis for luxury fashion and accessory clients.
- Translate research into partnership framing, positioning, and thought-leadership direction.

### Consultant, Business Development and Communications, GUM Studios

Brooklyn | May 2025 - Jul 2025

- Shaped rebrand messaging, channel priorities, and outward-facing positioning during a growth-focused transition.
- Clarified how the studio presented itself to prospective partners and clients.

### Intern, Production and Social Media, GUM Studios

Brooklyn | Mar 2025 - May 2025

- Supported production, social media, and delivery workflows across music-video and studio work.

### Epee Fencing Coach, Birmingham Fencing Club

Birmingham | Aug 2025 - Present

- Lead epee coaching while supporting outreach, visibility, and program-development strategy.

## EDUCATION TIMELINE

### NYU Tisch School of the Arts

MPS, Virtual Production | New York City | Aug 2024 - May 2025

Virtual production MPS; led a 30-person thesis team from concept through delivery.

### NYU Gallatin School of Individualized Study

BA, Business of Emerging Technology for New Media | New York City | Aug 2018 - Aug 2023

Interdisciplinary BA in emerging technology for new media with a Bioethics minor.

### NYU Paris Study Away

Paris | Fall 2019

Fall 2019 study away in French cinema, philosophy, ethics, and art.

### Tampa Preparatory School

Tampa | Feb 2016 - May 2018

Transferred in 2016 and graduated in 2018 before matriculating at NYU Gallatin.

### Denver South High School

Denver | Aug 2014 - Feb 2016

High-school coursework in Denver before transferring to Tampa in 2016.

### Louisville Collegiate School

Louisville | Aug 2010 - May 2014

Attended from fifth through eighth grade before moving to Denver for freshman year.

### Bay Elementary

Fort Walton Beach area | Aug 2007 - May 2010

Elementary school in the Florida panhandle from second through fourth grade.

### Houston Academy

Dothan, Alabama | Aug 2003 - May 2007

Started in pre-K, repeated kindergarten because of the cutoff timing, and completed first grade.

## SELECTED PROJECTS

### AVRAI / avrai.org

Product system and live site | 2026

Public-facing site and product story for a privacy-first discovery platform.

### Wolfe & The Bee

Thesis film | 2025

Graduate thesis short delivered on the LED soundstage at the Martin Scorsese Institute.

### Motel Sunshine Spec Intro

Episodic XR concept | 2024

Proof piece for a larger episodic VR world focused on tone and audience movement.

## CORE STRENGTHS

Creative direction, production, XR storytelling, virtual production, AI media workflows, market research, communications strategy, team leadership, and worldbuilding.