PORTFOLIO · 2026

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Creative Director

Concept & Product Design
for Hospitality and Real Estate

DUBAI



ABOUT

From idea to a place people *want to be.*

I am a creative director and serial founder who works from concept to product. I shape ideas into places, brands and guest experiences, and lead the architects, visualisers and makers who bring them to life.

Innovasis Hotels: Founder & CEO; concept and development of a modular, off-grid hospitality brand, 2017-2020

Serial founder: two exits: Scooter X Tuning and The Good Game (Silicon Valley)

Author: the book *Investment Awakening*

AWAKEN ART: Founder & Creative Director; began as AWAKEN ART STORE with a global network of licensed artists, then grew into home decor and AWAKEN ART CLOTHING, a premium clothing brand

Wellness lens: training in Traditional Chinese Medicine (TCM) and Internal Family Systems (IFS), informing how spaces make people feel

WHAT I BRING TO DEVELOPERS

Concept, brand and product, *held in one vision.*

01

Product concept

From an empty site to a clear guest proposition: typologies, unit variants and the experience around them.

02

Brand & storytelling

Naming, narrative and visual direction that make a project memorable before it is built.

03

Modular & sustainable thinking

Prefabrication, off-grid energy and water, and zero-waste operations designed in from day one.

04

Creative leadership

Briefing and directing architects and 3D visualisation teams from first sketch to final render.



INNOVASIS HOTELS · CONCEPT & DEVELOPMENT, 2017-2020

Innovative + Oasis

A hospitality concept for a new generation of travellers: a refuge that is self-sufficient, community-centred and built differently.

Off-grid by design
Solar power, on-site water production and reuse

Food on site
Vertical and hydroponic farms, farm to table

Modular construction
Prefabricated modules, super-fast assembly

Work & create
Coworking, makerspace, VR, 3D printing

Zero waste
Sorting, reuse, composting, grey-water irrigation

Local engagement
Markets, local cooking classes, education

Role: Founder & CEO. Concept, creative direction, product development; led architects and 3D visualisation team. All images are concept visualisations. Not built.



INNOVASIS · SELF-SUFFICIENT SYSTEMS

Designed to be independent

Each resort was conceived to run on its own resources: energy, water, food and waste handled on site, so the place stays resilient wherever it is built.

Energy

Fully solar-powered, no grid connection: 3.85 MWp solar field, ~7.27 GWh a year, ~103% of annual consumption.

Food

Modular hydroponic farms on site, farm to table, sized to feed up to 350 people a day.

Water

On-site desalination: up to 100,000 gallons of fresh water a day, about 140% of the resort's needs.

Waste

Zero-waste policy: 34 sorting categories, reuse, resale and composting.

Wastewater

Rainwater harvested, grey water reused, black water treated on site for irrigation, no waste water.

Construction

Prefabricated modules built off-site: a super-fast assembly process, much faster than traditional construction.

Concept-stage engineering estimates · Source: Innovasis business plan v3.0, January 2019



INNOVASIS · VILLA TYPOLOGY

VIP Super Premium

A modular two-storey villa: sculpted white shell, timber decks and living green walls. Concept visualisation.







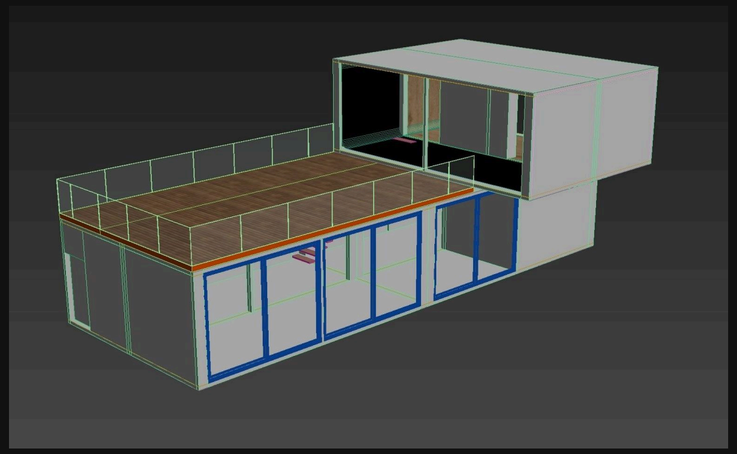


VIP Super Premium: roof terrace and courtyard; right, three further exterior views. Concept visualisations.

ONE STRUCTURE · THREE SPECIFICATIONS

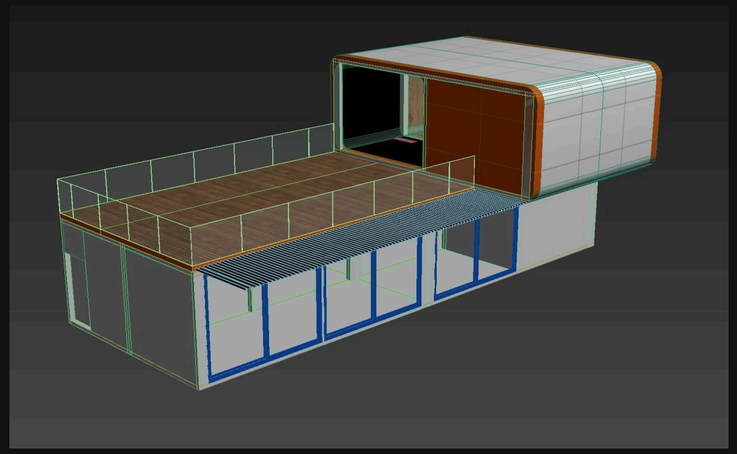
A modular villa, scalable in finish.

The same modular core is offered in three tiers, from a clean Standard box to the fully sculpted Super Premium shell.



I Standard

Stacked modules, roof terrace, glazed ground floor.



II Standard Plus

Adds a canopy terrace and upgraded façade finishes.

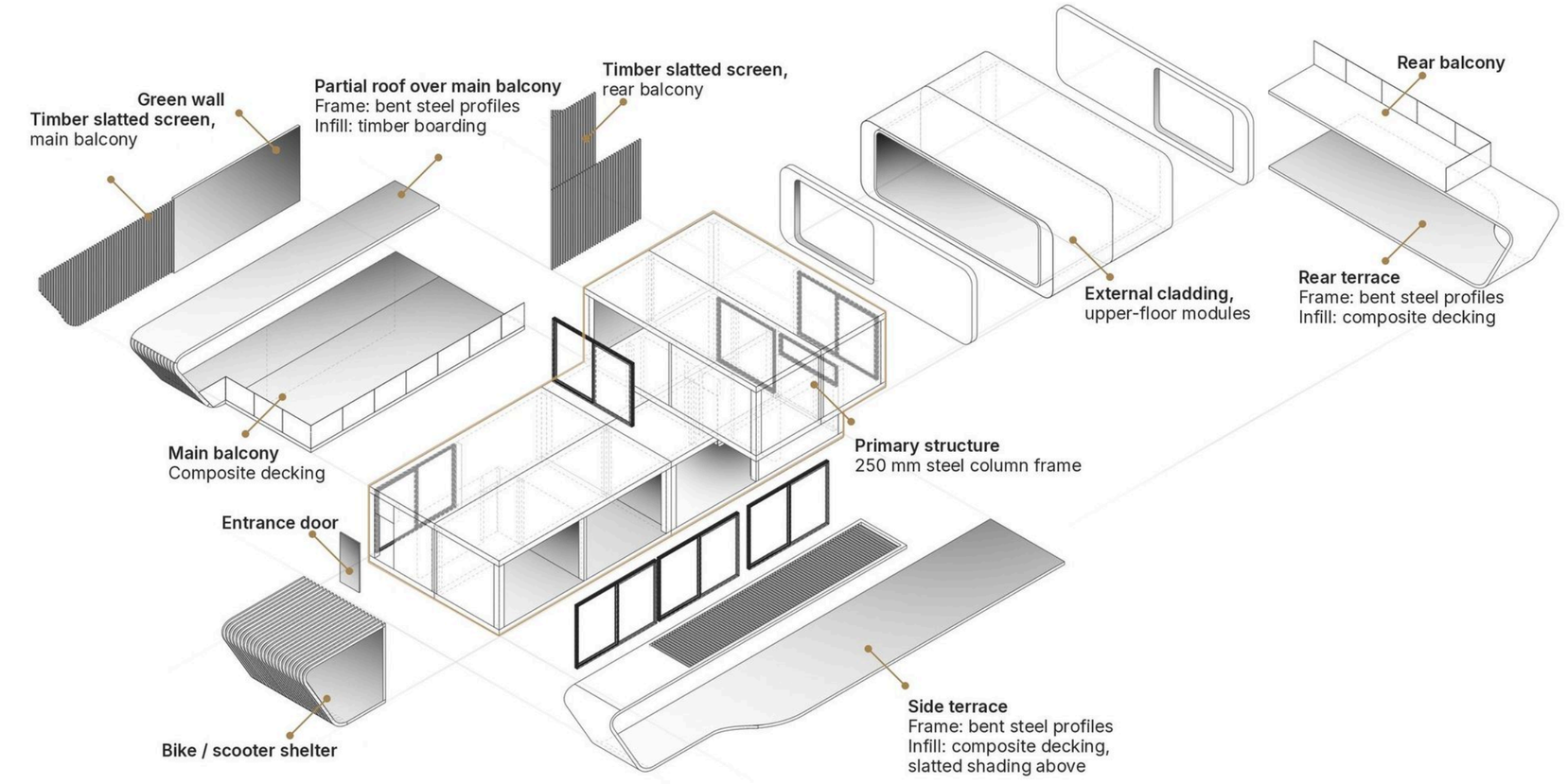


III Super Premium

Wrap-around curved shell, cantilevered decks.

VIP SUPER PREMIUM · EXPLODED VIEW

Engineered as a kit of parts



SUPER PREMIUM VILLA — EXPLODED VIEW

Assembly view
129.6 m² usable floor area

Steel-frame core, curved cladding, composite decking · 129.6 m²

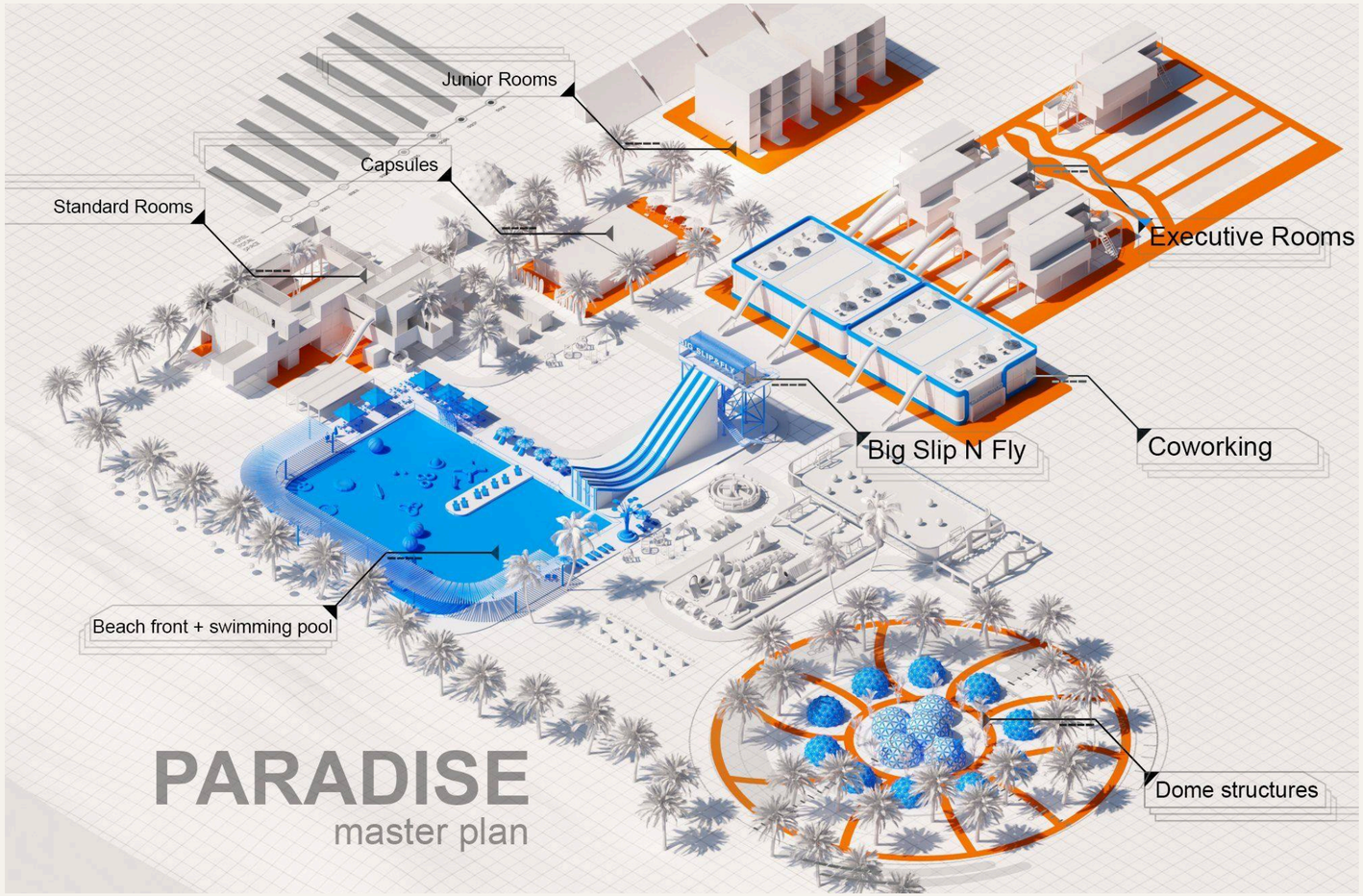
INNOVASIS · RESORT CONCEPT

Paradise Beach Resort

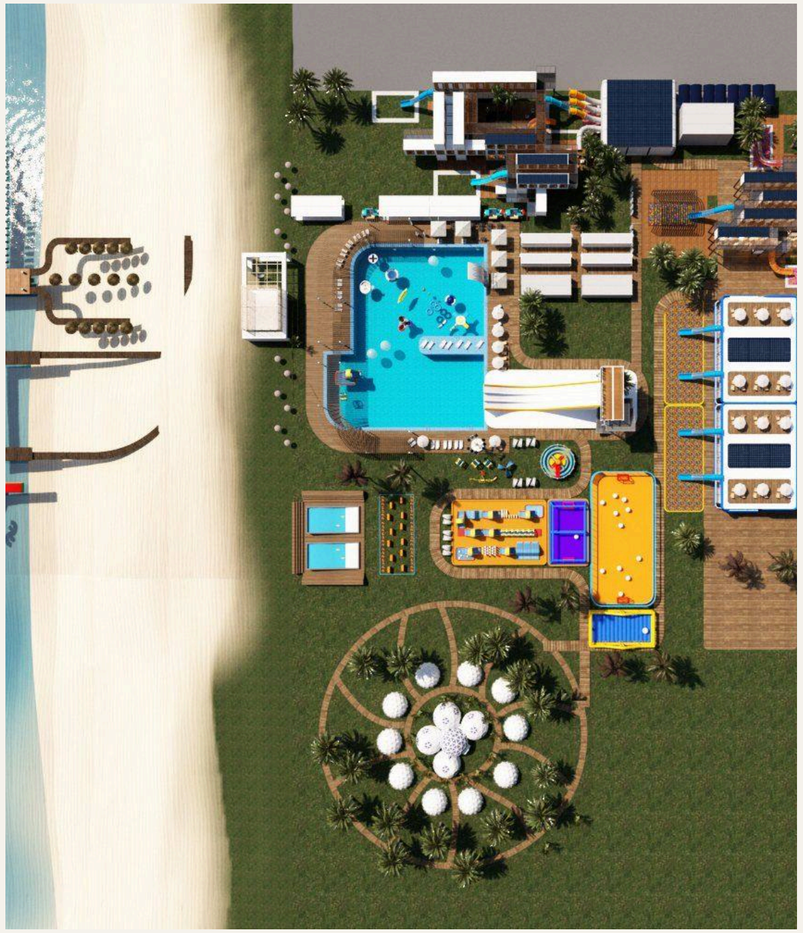
Paradise: modular stilted guest modules. Concept visualisation.



Planned to grow in phases



Masterplan: room typologies, coworking, pool and dome structures



Phase 3: full build-out, plan view

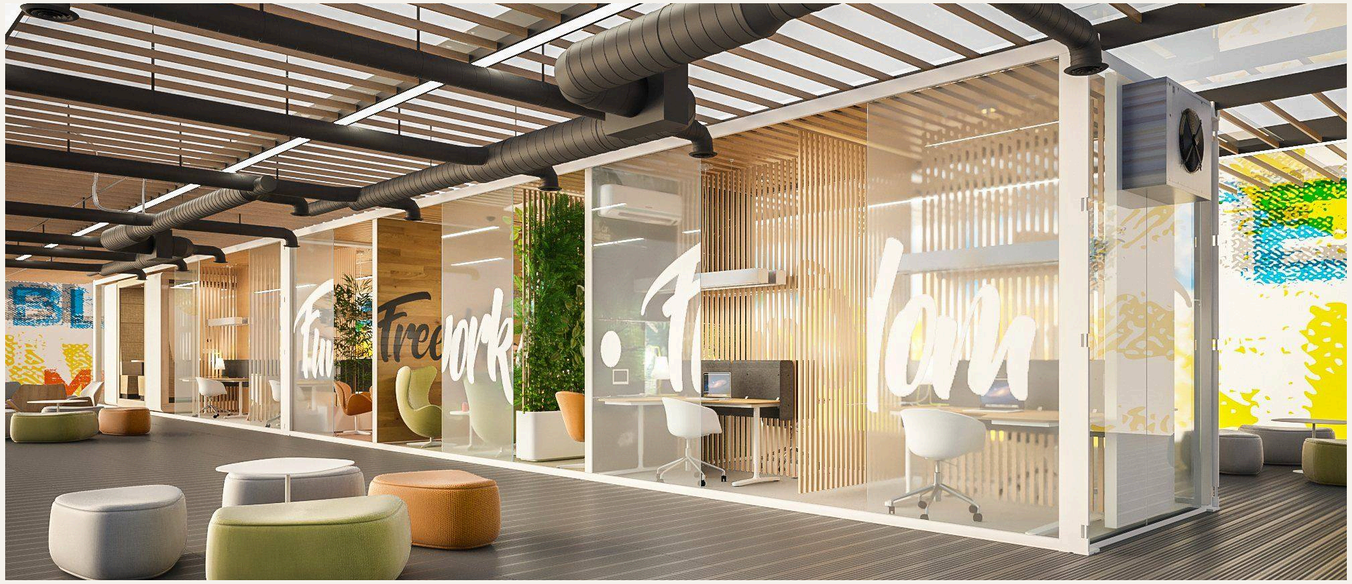
PARADISE · MODULE SYSTEM

Produced, *not just built.*

Rooms, capsules and coworking units share one 40-ft modular frame, fitted out off-site while the site is prepared, then shipped and assembled: a super-fast assembly process, much faster than traditional construction.

Roof glass modules · wood-panel construction · modular frame · soft floor finishes





Coworking modules: glazed modular units under a shared canopy







PARADISE · ROOMS & SHARED SPACES

Capsule room interior; standard room; open-air coworking deck. Concept visualisations.

INNOVASIS · VILLA TYPOLOGY

VIP Villa 130 m²

Single-level courtyard villa with pool: plan and interior.



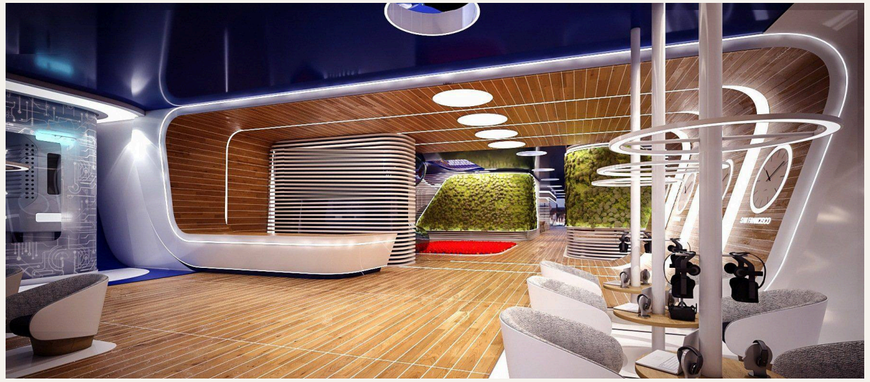


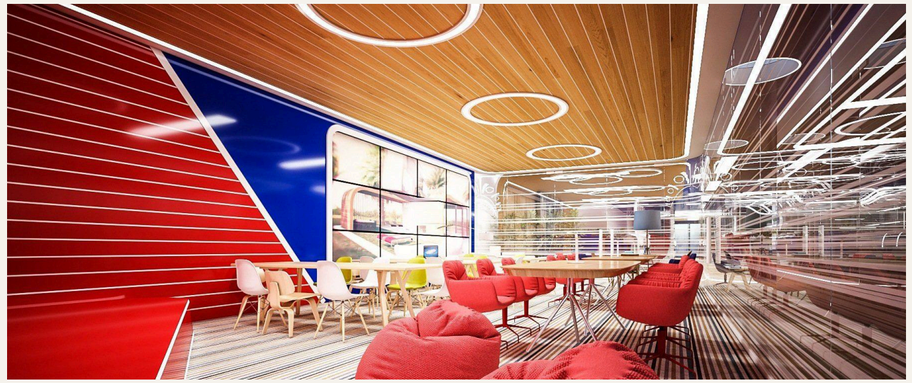
San Francisco: façade & interior concept



Before / after: an existing warehouse re-clad with a sculpted white façade







Street view · reception · coworking



INNOVASIS · CITY HOTEL CONCEPT

Puerto Rico City

An urban hotel volume wrapped in a perforated, pattern-cut screen façade, with planted roof. Concept visualisation.



LOTUS ONE · ARRIVAL

Lotus Entrance

The way in

Arrival at Lotus One is conceived as a giant lotus: sculpted petals, built from concrete and wood structures, form the canopy over an entrance veiled in strands of light, framed by palms.

On the site plan, the lotus marks the entrance drive. Concept visualisation.



CONCEPT & CREATIVE DIRECTION

Lotus One

Villa resort concept

Seven villas around a free-form pool, a restaurant with a rooftop yoga space and a wellness garden. Concept visualisations.



LOTUS ONE · THE SITE

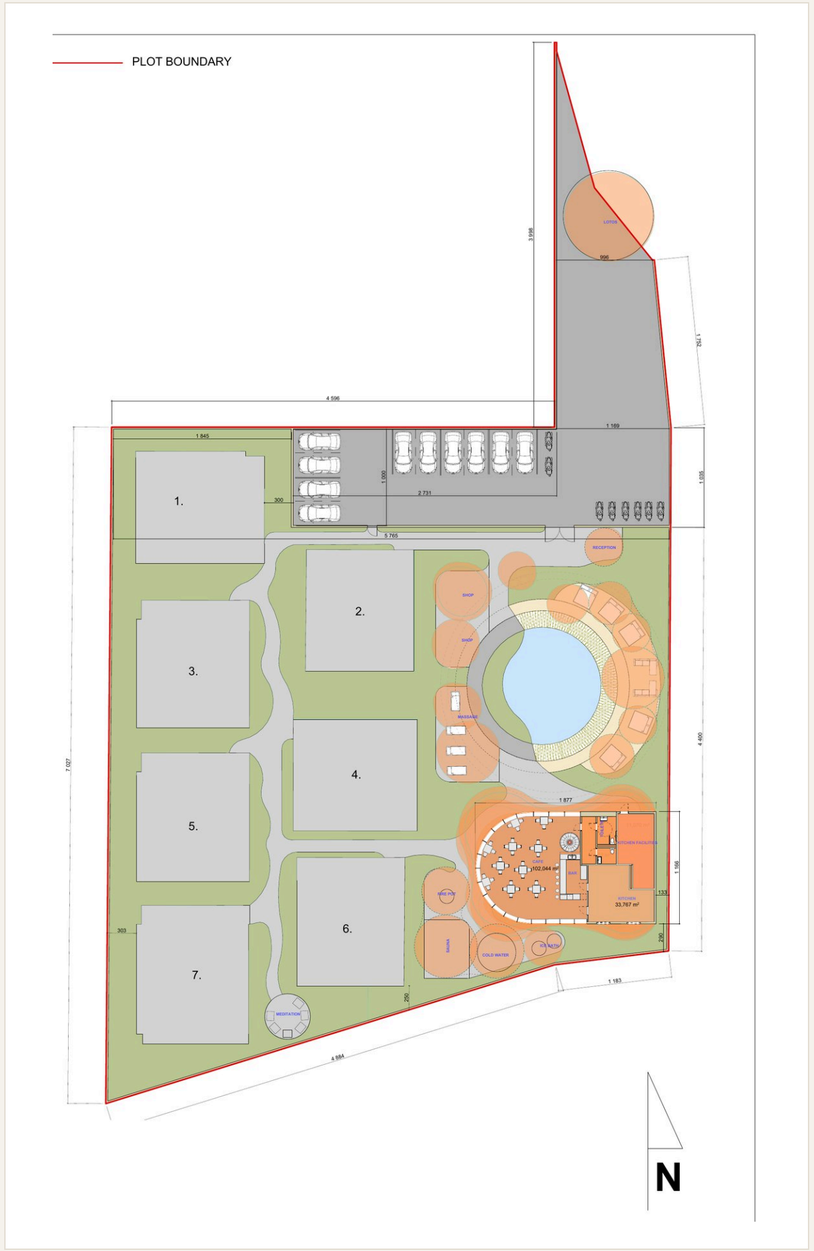
Built around the pool

3,854 m²
Plot

7 villas
Around a free-form pool

Restaurant
Three levels, with rooftop yoga

Wellness garden
Sauna, ice bath, massage, meditation



Site plan · the lotus sits at the entrance drive, top right

Timber, greenery *and light*













Pool and villas · courtyard with timber columns · suite living room, bedrooms, bathroom. Concept visualisations.



CONCEPT & CREATIVE DIRECTION

ZHEN Domes

Koh Phangan, Thailand

A nature-immersive eco-luxury retreat: glass geodesic dome suites on raised timber decks, set into the tropical forest canopy.



ZHEN DOMES · THE DOME

Lifted into the canopy

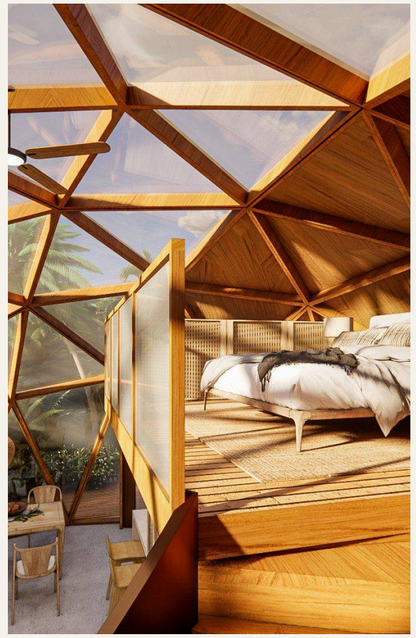
A dome suite on its raised timber deck, reached by a spiral stair.

ZHEN DOMES · THE SUITE

Light, timber *and canopy.*

Mezzanine sleeping lofts under the glass shell; warm timber, rattan and velvet interiors that keep the forest in view from every point of the suite.





Evening interior · sleeping level

ZHEN DOMES · SETTING

Placed lightly in the forest



Dome suite on its timber deck, seen from above



Suites under tensile shade sails, linked by forest paths

EARLY MOOD DIRECTION

Early imagery that set the atmosphere for the suite interiors.









Materials & build quality

Specified for manufacture to suit a tropical coastal site: over 80% humidity, salt spray and monsoon rain.

Structural timber

Eucalyptus red (marginata / jarrah), Premium Grade A, planed four sides. Moisture max 10-12%; no knots over 25 mm, straight grain, no twist or bow.

Structure

Main beams 100 × 225 mm. Entrance posts 200 × 200 mm with a 150 × 275 mm header, on reinforced concrete footings 100 × 100 × 35 cm.

Timber treatment

Non-toxic tung-linseed oil blend with beeswax, three factory-applied layers. EN 350 decay resistance; VOC-free; 10-15 years' durability, re-oiled every 1-2 years.

Floor build-up

18 mm marine plywood (BS 1088 / AS/NZS 2272, WBP adhesive, E0/E1) over a waterproof breathable membrane, a ventilated batten gap and 25 mm solid tongue-and-groove timber.

Precision

Cut to ±2 mm in length and ±1 mm in section; every element numbered and packed as sequenced panel kits.

Wet areas

Bathroom partitions sheathed in 12 mm marine plywood with anti-fungal treatment.

Source: ZHEN Domes manufacturing specification & cutting lists. As specified.



AWAKEN ART

AWAKEN ART · FOUNDER & CREATIVE DIRECTOR

Art came *first.*

01 AWAKEN ART STORE

For two years I ran AWAKEN ART STORE: I built a global network of artists, signed licensing contracts and sold their work through print-on-demand.

02 Art for living spaces

The same artworks moved into the home: art curtains, tapestries and canvas wall art.

03 AWAKEN ART CLOTHING

Then the clothing brand: premium velour sets and hats that carry the artists' work in linings, bands and prints.

Wear the art. Be the story.

awakenart.store · @awakenart_clothing

AWAKEN ART · HOME DECOR

Art for *living spaces.*

The same licensed artworks, made for the home: art curtains and tapestries, and canvas wall art.

Art by our licensed artists, curated and produced by AWAKEN ART.

Tree-woman curtain pair · butterfly headdress curtains · green face canvas · butterfly turban curtain









FOUNDER & CREATIVE DIRECTOR

AWAKEN ART CLOTHING

Wearable art.

It started with a theft. My favourite piece of clothing was stolen, so I set out to make an incredible one, and to put art into it.

So the art of our licensed artists moved onto premium velour: linings, bands and finishings no one else has.

awakenart.store · @awakenart_clothing









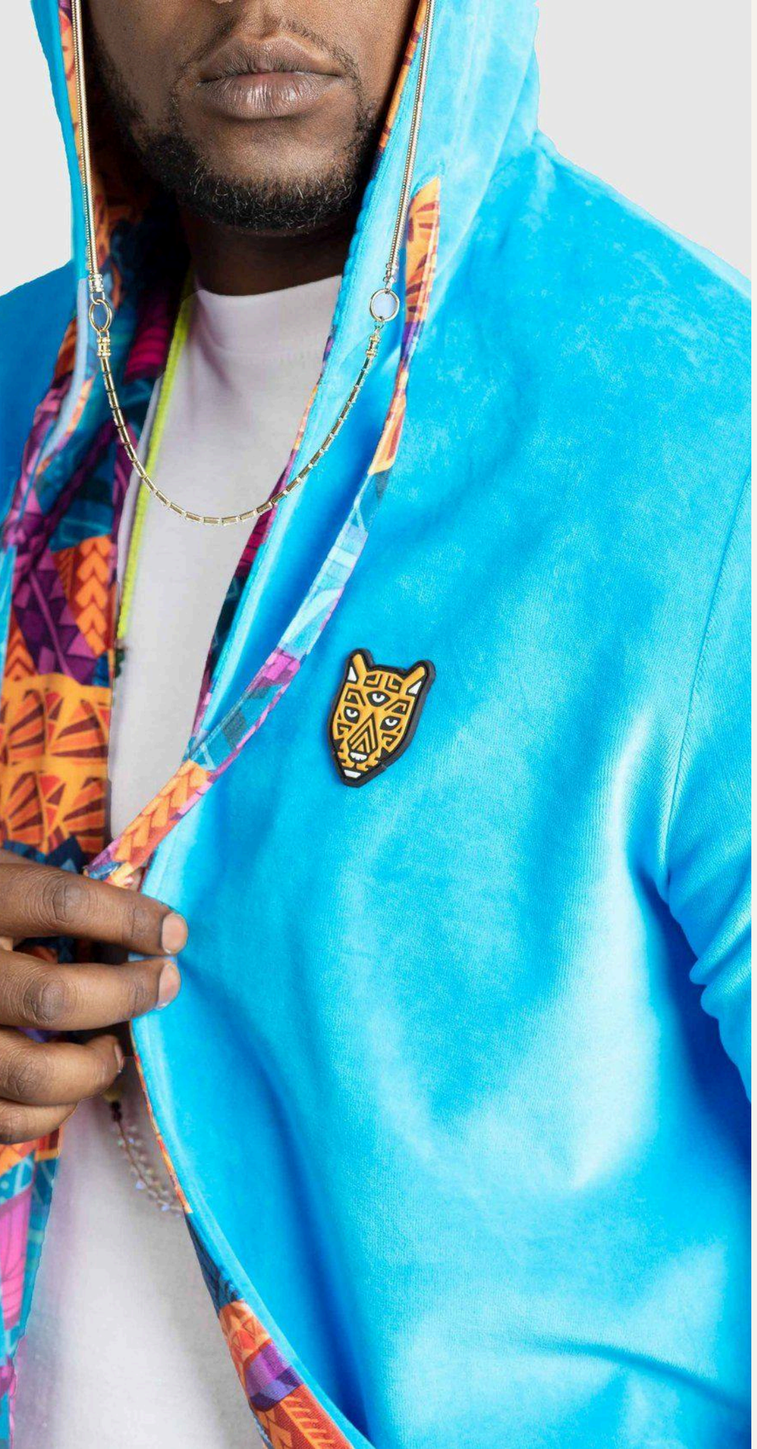




THE COLLECTION

Velour sets, *art inside.*

Tracksuits, hoodies and zip jackets in red, black, emerald, white and sky blue, with art-print linings and a gold panther-head patch.







Paul Nazaruk on stage, AWAKEN ART event

AWAKEN ART CLOTHING · DETAILS

Art on *the inside.*

Art-print linings, a gold panther-head patch, a hidden pocket. Quality over quantity.

WHAT I DID

Art first: built the artist network and signed the licensing contracts

Concept: clothing as a canvas for licensed art

Design direction: velour sets, linings, patches and finishings

Brand: name, story and visual tone



AWAKEN ART · HATS

Art on *the band.*

Wide-brim hats in vegan suede, with art-print bands, inner liner and interchangeable bands and feathers.



Red



Forest green



Navy



Camel



Light grey



Olive

CONTACT

Let’s create *places worth remembering.*

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