



Reference for Mario Caballero

Mario joined FitXR on 19 February 2024 as Art Director. During this time, he was integral to the rollout of Seasons, which launched in January 2025. This was a pivotal moment for the company, as we moved from a more static content model into a true live-service operation, with art very much becoming the backbone of how the product evolved.

Mario played a key role in making that shift work. He brought a strong creative vision and helped establish how art and visual identity could scale in a live environment, while still working effectively within the realities of a commercial, product-led tech company. He's a deeply passionate artist, but crucially, he knows how to channel that passion into work that ships and creates real impact.

On a personal level, Mario was a real team player. He brought an infectious energy to the team and was genuinely a pleasure to work with. He added a huge amount of positivity to FitXR during his time here, and that had a meaningful effect not just on the work, but on the people around him.

He had a clear point of view creatively and a strong sense of quality, but was also adaptable and aligned well with the wider company vision. He was comfortable moving between high-level thinking and hands-on execution, and flexing his approach as the needs of the business evolved.

One area Mario developed during his time with us was becoming more proactive in sharing his work and creative process. He made good progress here and became increasingly confident at communicating his thinking and direction.

Overall, Mario made a genuinely positive and lasting contribution to FitXR. He brings creativity, enthusiasm, and versatility in a way that works extremely well in a fast-moving tech environment, and I'm very grateful for the impact he had during his time with us.

Sam Cole

CEO and Co-Founder