



Creative Director

MARIO CABALLERO

I am a multidisciplinary Creative Director with a 360° vision of game development.

My career bridges the gap between indie grit and global standards: while founding my own studio, I collaborated with world-class brands like Meta, Google, and Android.

I specialize in taking products from initial spark to final launch, ensuring that narrative, aesthetics, mechanics and marketing strategies align into a single, powerful product DNA.

In my free time, I am constantly painting and animating. For me, creative talent is a muscle that expands through continuous personal experimentation.

CONTACT

Me!



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EDUCATION

M.A. Audiovisual Production | B.F.A. Creative Technologies (2011-2017)

Technical SKILLS

Engines & 3D: Unity, Unreal Engine, Blender, Substance, ZBrush.

Design & Motion: Photoshop, Illustrator, After Effects, Figma, Procreate.

AI for Pre-Prod: Midjourney, Stable Diffusion, Dall-E, ChatGPT, Nano Banan, Google Studio.

Creative Strategy, World Building, Narrative Design, UI/UX Strategy, Holistic Storytelling.

"Mario knows how to channel passion into work that ships and creates real impact."

Sam Cole (CEO)



ACHIEVEMENTS

AI Innovation: Built a custom AI pipeline to automate marketing asset production, significantly reducing costs and scaling delivery.

Google XR Collab: Led the integration of immersive AI assistants and Hub design for Google platforms

Team Leadership: Managed a multidisciplinary team of 20+, overseeing the full cycle from concept to console release.

Commercial Success (+30k units sold), winning "Best Narrative" and securing Meta funding.

High-End XR: Designed immersive UI hubs and XR experiences, solving complex visual challenges for global innovation teams.

7 YEARS OF CREATIVE LEADERSHIP

WORK Experience

09/2025 - Present | Creative Director | Agua Viva (Upcoming Launch)

0-to-1 Strategy: Leading the creative vision for a high-profile game-tech IP, merging AAA gameplay with clinical mindfulness therapy.

02/2024 - 09/2025 | Art Director | FitXR (Millions of downloads)

Live-Service Growth: Orchestrated the shift to "Seasons," delivering 3 environments and +60 assets quarterly to a global audience.

04/2021 - 02/2024 | Creative Freelance

Directing high-level creative campaigns and visual content for industry leaders.

02/2019 - 02/2024 | Creative Director & Co-Founder | Monte Perdido Studio

Led the integral vision for Vanishing Grace. Managed multidisciplinary teams, established design systems, and oversaw the full development lifecycle from concept to console release.



Selected Awards: Best Narrative (Vanishing Grace), Motion Contest Winner, Next Lab Generation Finalist, and Goya Award Contribution.