Creative Director
MARIO CABALLERO

Multidisciplinary Creative Director with 7+ years of leadership in high-end XR and console releases.

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.

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

Sam Cole – CEO from FitXR

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.

Advanced AI Integration Custom AI Workflows, Prompt Engineering, LLM for Narrative, ComfyUI

ACHIVEMENTS

AI Innovation: Optimized pre-production by building a custom AI pipeline (Stable Diffusion/Midjourney), reducing environment concepting time by 40%.

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 Directly managed Meta-funded budgets, achieving 30k+ units sold and securing a 'Best Narrative' award through strategic art direction.

High-End XR: Established a scalable Design System for UI/UX hubs, balancing complex technical constraints with high-end aesthetic consistency.

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 Director 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.