

# Alessandro Straccia

Creative Technologist and Immersive Creative Director

**Location:** Sao Paulo - Brazil / Nottingham - UK / EU Citizen (Italy)

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**Portfolio:** <https://alestraccia.com>

Available for remote work

## Summary

Experienced Creative Technologist with more than 20 years of expertise. Proficient in Frontend Development, Three.js and A-Frame, with experience in Unity and Unreal Engine level design and environment.. Skilled in creative direction, art direction and creative team coordination. Extensive experience in design tools, VR/AR, 3D software, motion graphics, and video editing. Excellent written communication. Self-motivated with a positive attitude and commitment.

Author of the book "Interactive Web Development with Three.js and A-Frame", by AVA Publishing and available on Amazon International:

<https://www.amazon.com/Interactive-Development-Three-js-Frame-Visualizations/dp/8197223963>

## Qualifications Summary

- 20+ years of experience in senior roles as Interactive Designer and Creative Director/ Art Director
- Consistent technical background and hands-on web development
- Experience in Frontend Development (HTML/JS/CSS)
- 8+ years of experience on Three.js and WebGL tools, like cannon.js, fabric.js, WebGLStudio, etc
- 3+ years of experience in Unity and Unreal Engine
- 1+ years of experience in C# and Blueprint
- 15+ years of experience in creative direction and team coordination
- Experience in game industry / marketing / user acquisition
- Highly knowledgeable in design tools such as Illustrator, InDesign, Photoshop, and Sketch
- Experience with VR and AR production, with 30+ projects delivered
- Vast experience in 3D software like Autodesk 3DsMax and Blender
- Vast experience in motion graphics and video editing software, such as After Effects and Adobe Premiere
- Excellent written communication skills
- Self-motivated professional, with high level of positive attitude and commitment

## Skills

Three.js / A-Frame / 8th Wall / Blippar / Zappar

Lens Studio / SparkAR / TikTok Effects House

Html / CSS / Javascript

Photoshop / Illustrator / Animate (former Adobe Flash)

Blender / 3D Max / After Effects / Adobe Premiere

Unity Cinematic Animation / Unreal Engine

## Work History

### Creative Technologist

#### Freelancer (From Jan 2024 to now)

- design and development of WebGL, AR and VR solutions using Three.js/A-Frame
- AR/VR production and project management
- Unreal Engine / Unity level and environment design
- Creative technology consulting for agencies and creative studios

### Creative Technologist

#### Blippar London (from Oct 2021 to Jan 2024)

- design and development of WebGL solutions using Three.js/A-Frame
- design and development of AR applications
- AR/VR production and project management

### Creative Technologist

#### Freelancer (from Dec 2020 to Oct 2021)

- design and development of WebGL solutions using Three.js/A-Frame
- design and development of webAR and VR applications using 8th Wall, Blippar, Zappar, SnapChat and SparkAR platforms
- 3D modeling and animation for game, AR and VR industries
- Unity and UE4 level design for architecture and game industries
- Personal projects on Virtual Production using UE4 and Unity
- AR/VR production and project management

### Art Director / Creative Services Lead

#### Lockwood Publishing / UK - Avakin Life (from Jan 2020 to Dec 2020)

- Led the Creative Services team in terms of art and creativity/innovation
- In-game and paid media advertising ideation/creative direction
- Focus on creative and performance improvement for the CS department
- Creative direction and ideation for User Acquisition and Marketing campaigns.
- Art direction and 3D design to deliver In App Purchase campaigns
- Creative and art direction for in-game brands, events and marketing initiatives.
- Game and digital project management/production

### Creative Director / Head of Innovation

#### IPG MediaBrands Brasil (Reprise Digital Brasil)

Digital Agency of IPG MediaBrands Group (from June 2018 to December 2019)

- Led the social media and communication plan of launch of Amazon Music in Brazil
- Led the LATAM creative and production workflow of Estée Lauder digital campaigns (MAC, Clinique)
- Managed digital projects like websites, mobile apps and digital campaigns
- Led a team of 15 interactive designers, social media, copywriters and motion graphics professionals
- Responsible for new ideas, technologies and innovation insights to support all LATAM regional team

## **Creative Technologist & Co-Founder**

### **Mustaxe.mx**

Digital Studio focused in supporting ad agencies - Brazil (from September 2009 to May 2018)

- Led 10+ projects specifically on VR, AR and WebGL
- Managed digital projects like websites, mobile apps and digital campaigns
- Led a team of 3 interactive designers and 5 web/mobile developers
- Managed projects and provided technical documentation for development team
- Main creative developer of the team
- Developed more than 20 Three.js-based projects

### **Previous experiences as Art Director and Creative Technologist**

From January 1998 to September 2009

- Development of art and concept of campaigns and websites
- Creative development for Creative Tech projects

## **Achievements**

Merit – One Show Interactive

2 Cannes Shortlist

Wsa Mobile – Brazilian Chapter (With Cidade Legal And Sem Carro Apps)

Wsa Mobile Global Shortlisted (With Cidade Legal And Sem Carro Apps)

## **Education**

- Bachelor of Arts in Communication (BA) (Methodist University of Sao Paulo, Brazil –1999)
- Nanodegree in VR production and development (Udacity - 2017)
- Unity C# and Unity VR development (Udemy - 2017 and 2018)

## **Languages**

Portuguese (native)

English (fluent)

Spanish (intermediate)