

ALESSANDRO STRACCIA

Creative Technology Leader | Head of Innovation | Creative Director

São Paulo, Brazil / Nottingham, UK • EU Citizen (Italy) • Available for remote work

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PROFESSIONAL SUMMARY

Creative technology and innovation leader with 20+ years directing advertising campaigns and immersive/interactive experiences for global brands. Former Creative Director and Head of Innovation, studio co-founder, and hands-on creative technologist, equally effective setting creative vision, leading multidisciplinary teams, and prototyping ideas end to end. Specialized in real-time 3D, virtual production, archviz, and AR/VR, with deep fluency in Unreal Engine, Blender, Three.js, After Effects. I direct from a place of knowing what's technically possible, not guessing, taking concepts from creative vision to working prototype.

CORE COMPETENCIES

Creative Direction • Innovation Leadership • Creative Technology • Team Leadership & Coordination • Real-time 3D • Advertising • Virtual Production • Architectural Visualization (Archviz) • AR / VR Production • Immersive Experience Design • Prototyping • Art Direction • Project & Production Management

TECHNICAL SKILLS

- **Real-time & 3D:** Unreal Engine, Unity, Blender, Autodesk 3ds Max, UEFN
- **Web & Immersive:** Three.js, A-Frame, WebGL, 8th Wall, Blippar, Zappar, Lens Studio, SparkAR, TikTok Effects House
- **Frontend:** HTML, CSS, JavaScript; C# and Blueprint (Unreal)
- **Design & Motion:** Photoshop, Illustrator, After Effects, Adobe Premiere, Adobe Animate

PROFESSIONAL EXPERIENCE

Creative Technologist — Xsolla USA | *Jun 2025 – Present*

- Design and direct WebGL, AR, and VR solutions, and Unreal Engine / Unity level and environment work, supporting the creative team across real-time 3D and immersive initiatives.
- Provide creative technology direction, translating creative concepts into technically feasible, prototyped solutions.

Creative Technologist & Consultant — ALS Studio | *Jan 2024 – May 2025*

- Provided creative technology consulting for agencies and creative studios, leading AR/VR production and real-time 3D projects from concept through delivery.
- Directed Unreal Engine / Unity environment design and WebGL/AR solutions, owning both creative direction and technical execution.

Creative Technologist — Blippar — London, UK | *Oct 2021 – Jan 2024*

- Led design and production of WebGL and AR experiences for international brands, managing projects end to end.
- Directed AR/VR production using Three.js, A-Frame, and the 8th Wall platform, delivering immersive brand work at scale.

Creative Technologist — Freelance / Independent | *Dec 2020 – Oct 2021*

- Directed and built WebGL, WebAR, and VR experiences across 8th Wall, Blippar, Zappar, Snapchat, and SparkAR platforms.
- Delivered 3D modeling, animation, and Unreal Engine / Unity level design for the architecture and game industries; ran personal virtual production R&D in UE4 and Unity.

Art Director / Creative Services Lead - Lockwood Publishing (Avakin Life) - UK | *Jan 2020 – Dec 2020*

- Led the Creative Services team on art, creativity, and innovation for a global social game (Avakin Life).
- Directed creative for user acquisition and marketing campaigns, in-game brands, events, and in-app purchase initiatives, driving creative and performance improvements.
- Owned art direction, 3D design, and digital project management/production across the department.

Creative Director / Innovation Head - IPG Mediabrands Brazil (Reprise Digital) | *Jun 2018 - Dec 2019*

- Creative Director and Head of Innovation at the digital agency of the IPG Mediabrands group, responsible for new ideas, technology, and innovation insights supporting the entire LATAM regional team.
- Led a team of 15 — interactive designers, social media, copywriters, and motion graphics professionals.
- Led the social and communications launch plan for Amazon Music in Brazil, and directed the LATAM creative and production workflow for Estée Lauder digital campaigns (MAC, Clinique).
- Directed digital projects spanning websites, mobile apps, and digital campaigns.

Creative Technologist & Co-Founder — Mustaxe.mx — Brazil | *Sep 2009 – May 2018*

- Co-founded and ran a digital studio supporting ad agencies, leading 10+ projects specifically in VR, AR, and WebGL and 20+ Three.js-based projects.
- Led a team of 8 (3 interactive designers and 5 web/mobile developers), owning creative direction, technical documentation, and project management.
- Acted as main creative developer while directing the studio's creative and commercial output alongside partners.

Art Director & Creative Technologist — Various agencies — Brazil | *Jan 1998 – Sep 2009*

- Developed art direction and concepts for campaigns, websites, and early creative-technology projects.

PUBLICATION

Author — “Interactive Web Development with Three.js and A-Frame”, AVA Publishing. Available on Amazon International. [View on Amazon](#)

AWARDS & RECOGNITION

- Merit — One Show Interactive
- 2× Cannes Lions Shortlist
- WSA Mobile — Brazilian Chapter winner (Cidade Legal and Sem Carro apps)
- WSA Mobile — Global Shortlist (Cidade Legal and Sem Carro apps)
- 8th Wall Community Spotlight

EDUCATION & CERTIFICATIONS

- Bachelor of Arts in Communication — Methodist University of São Paulo, Brazil (1999)
- Nanodegree in VR Production and Development — Udacity (2017)
- Unity C# and Unity VR Development — Udemy (2017–2018)

LANGUAGES

Portuguese (native) • English (fluent) • Spanish (intermediate)