

CURRICULUM VITAE · CREATIVE DIRECTOR

ALEXANDRO BUGGERO

Creative Director · Creative & Experience Direction

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PORTFOLIO

PROFILE

I decide how a project looks, sounds and feels before it exists, and then I take it all the way to launch. Ten years leading shows and entertainment in hotels, resorts and cruise ships taught me to think about the audience; six years in gaming and the metaverse taught me to build worlds. Today I lead the creative side and the production of video games, 3D spaces and brand experiences.

CREATIVE DIRECTION · PROJECTS

OBRA · Costruiscilo tu PUBLISHED — costruiscilo-tu.vercel.app

Nine games in nine genres with one art direction, from the characters to the menus. Published in one week, in Spanish, Italian and English, with a TV mode and the phone as a controller.

Land Generator · AIVAR Metaland CREATIVE DIRECTOR — AI · 3D worlds

AI world generator: type «Milan» and it builds Milan, which you then play and edit with your voice. I lead its vision and visual identity; I'm also product owner.

GUANCHE · TAMARÁN PUBLISHED — Culture · schools and universities

The conquest of Tenerife and Gran Canaria as an action game. The Guanche village, from one reference image to the game, with Mount Teide and the sunset light.

ExpoMeloneras · Openhall CONCEPT DEMO — 3D · web and mobile

A congress centre rebuilt in 3D with its own light and materials, open 24/7, and the Openhall brand to take it to any venue. Made on my own initiative.

Brand games PUBLISHED — Choco Flakes · Tigretón · Bimbo

Three brands, three worlds and three genres, each mascot with its own town and colours, and a QR code on the pack that takes you into the game.

Also: Canarias Destino Startup, a live 3D plaza built overnight · Enjoy, app and panel for hotels · Hotel Simulator · AI-generated videos.

EXPERIENCE

Creative Director & Developer · independent — 2024 – present

Creative direction and production of games, 3D spaces and experiences for hotels, events, brands and culture, from idea to launch.

Project Manager & Marketing Director · Astranova — 2020 – 2026

Dubai · gaming and metaverse · also The Nemesis (now Nemixar)

Marketing, business development and community for an action RPG, reporting directly to the CEO.

Founder & Director · player organisation — 2021 – 2022

Axie Infinity

Founded and ran a 100-player organisation remotely.

Head of Entertainment & Shows · hotels, resorts and cruise ships — 2011 – 2020

Fiesta Consulting · MSC Cruises · Meliá · Sole&Luna · 4 countries · and my own dinner-show restaurant in Lanzarote

Staging shows for hundreds of guests a day, musicals (Cats, Mamma Mia, The Lion King) and international teams.

SKILLS

DIRECTION

Concept · narrative · worldbuilding · art direction · brand identity

EXPERIENCE

Experience design · game design · UX · show and staging

PRODUCTION

Video games · real-time 3D spaces · AI video · web

TEAM

Leading cross-functional, international teams · working directly with leadership

TOOLS

Blender · Unreal Engine 5 · Godot 4 · Three.js · Claude Code · ChatGPT · Higgsfield · HeyGen · HyperFrames · Figma · Google Stitch

LANGUAGES

Italian	Native
Portuguese	Native
Spanish	Fluent
English	Fluent
French	Intermediate
Russian	Intermediate

EDUCATION

Advanced Esports Programme — Esports Business and Management

Osservatorio Italiano Esports (OIES) · Milan, 2023

Author of a contribution to the **White Paper Esports e Gaming in Italia 2023** (OIES), presented on 10/10/2023 at the **Italian Chamber of Deputies**.