

David Battilana

Creative Director, Innovation & Interactive Experiences

CONTACT

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FOCUS

Creative Innovation
Brand Identity & Art Direction
Cross-Functional Leadership
Partner & Vendor Collaboration
Scalable Creative Systems
Creative Tools & Emerging Technology

TOOLS

Adobe Suite · Figma
Claude · ChatGPT
Midjourney · Kling
v0 / Vercel
Unreal/Unity

SELECTED TITLES

Rock Band (series)
The Beatles: Rock Band
Dance Central
Fantasia: Music Evolved (Disney)
DropMix (Hasbro)
Fuser

LIVE INTERACTIVE EXPERIENCES

Justin Bieber — Interactive Concert
Calvin Harris — Interactive Concert
Pentakill III: Lost Chapter — (Riot)

SELECTED SPEAKING

SIGGRAPH 2014
Real-Time Live

EDUCATION

Massachusetts College of Art & Design
BFA Illustration

Creative Director with 20+ years leading innovation-driven creative work across PC, Console, VR, and mobile platforms. Directed visual identity across five franchises over 11 years at Harmonix and 30+ live releases at WaveXR, carrying DLC and live support forward while each new title took shape. Proven track record defining immersive product vision, owning cross-functional roadmaps, and launching real-time applications used by global audiences. Strategic mindset grounded in hands-on, engine level execution, across Unreal Engine, Unity, and live-service systems.

WaveXR / Senior Art Development Director

2021 - 2026, LOS ANGELES (REMOTE)

Led creative innovation for a live event entertainment platform delivering large-scale immersive concerts and audience-driven experiences across PC and VR

Directed and mentored multidisciplinary creative teams, partnering with product, marketing, and engineering leadership to deliver new experience formats

Ran vendor and partner relationships across distributed, external teams, from onboarding through delivery, supporting a slate of concurrent releases

Built modular creative systems enabling rapid experimentation and repeatable programming at scale

Led AI and emerging technology integration into creative production pipelines, building internal training and tooling workflows that expanded team capabilities

Owned visual identity and external partner execution across 30+ live events spanning various musical genres and platform releases

Harmonix Music Systems / Lead Artist

2010-2021, BOSTON

Led visual direction across multiple franchises, Rock Band, Guitar Hero, Dance Central, Fantasia, DropMix, each shipping DLC and live content on its own schedule under one creative bar

Directed character and visual development across licensed IP partnerships (Disney, Hasbro, LEGO, The Beatles) as well as for original franchises

Built scalable avatar, environment, and cosmetic systems supporting thousands of customizable characters, scenes, and items

Established pipelines for live content, DLC, and franchise-wide visual consistency across multiple concurrent releases

Directed external studio partnerships and mentored an internal team to 50+ artists across 15+ shipped titles

Harmonix Music Systems / Environment Artist → Lead Environment Artist

2006-2010, BOSTON

Created environments and helped establish the franchise's visual style