

David Battilana

Creative Director | Games & Live Interactive Experiences

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SUMMARY

Creative director with 20 years in games and live interactive work, leading art teams of 50+ through discipline leads and external studios. At Harmonix, shipped 11 titles, from the venues and lighting of Rock Band to art direction on Dance Central 2, Fantasia: Music Evolved (Disney), DropMix (Hasbro) and Fuser. At WaveXR, directed 60+ live virtual concerts for 30+ artists, including Justin Bieber, Calvin Harris and Riot Games' Pentakill, and turned a bespoke show process into a platform that ran two a week.

SKILLS

Creative & Art Direction · Visual Identity · Team Leadership & Mentorship · Style Guides & Visual Standards · Live Interactive & Virtual Concerts · Real-Time Content (Unreal, Unity) · Live-Service & DLC Content · External Studio & Vendor Management · Artist & Partner Relations · AI in Creative Production

Tools: Unreal · Unity · Maya / 3ds Max · Substance · Adobe Suite · Figma · Midjourney · Kling · Claude · ChatGPT · v0 / Vercel

EXPERIENCE

WaveXR | Senior Art Development Director

2021 – 2026, Los Angeles (Remote)

- Directed production on 60+ live virtual concerts for 30+ artists, from headliners Justin Bieber (10.7M viewers), Calvin Harris and Pentakill (Riot Games) to a Beatport artist series, sustaining a two-shows-a-week cadence. The Bieber show won a Clio and earned MTV VMA and EMA nominations; Pentakill peaked at 100K concurrent
- Turned a bespoke 3–6 month show process into a platform of modular creative systems, reusable content and AI; handed the stage builder to performers and partners, who made most of its hundreds of saved looks
- Worked with performers across genres, singers, dancers and live instruments to tune gesture triggers and live interactions to what felt right on stage; post-show surveys named direct performer interaction as the standout moment
- Led ~12 core artists and 15–20 remote contributors alongside 8 engineering leads; ran The Mill, Zoic, Future House and Kloudius from onboarding to delivery
- Piloted AI across 6 production areas, from character concepts to UI prototyping; AI video pre-visualization cut character concept turnaround about 3x

Harmonix Music Systems | Lead Artist

2010 – 2021, Boston

- Led art on Dance Central 2, Fantasia: Music Evolved (Disney), Amplitude (Kickstarter-funded), DropMix (Hasbro) and Fuser, keeping Disney and Hasbro characters and materials accurate through partner reviews
- Wrote style guides for Dance Central 2, Fantasia, DropMix and Fuser that were key deliverables in partner pitches landing deals with Xbox, Disney, Hasbro and NCsoft
- Managed discipline leads across character, environment, concept, VFX, animation, technical art, UI and cinematics, and mentored an art team that grew to 50+
- Ran external studios Virtuos and Liquid Development: vendor teams of 20–30 and budgets up to ~\$1M on Fantasia
- Co-developed DropMix from a 4-person core team; owned card art direction and managed dozens of contracted illustrators

Harmonix Music Systems | Lead Environmental Artist

2006 – 2010, Boston (promoted from Environment Artist)

- Grew into owning the visual world of the Rock Band series: venue design, all 3D environments, lighting, cutscenes, post-processing, menu backgrounds, the Logo Builder and visual song authoring
- Automated first-draft visuals (lighting, cameras, post) for weekly Rock Band DLC from genre and song-change cues, cutting dedicated DLC art staff from 4 to 1
- Wrote the environment and cinematic guide materials for Rock Band 2 and 3 that supported EA partner deals; the franchise passed \$1B in North American retail within 15 months

SHIPPED TITLES & LIVE EXPERIENCES

Guitar Hero II · Rock Band · Rock Band 2 · LEGO Rock Band · The Beatles: Rock Band · Rock Band 3 · Dance Central 2 · Fantasia: Music Evolved (Disney) · Amplitude · DropMix (Hasbro) · Fuser · Justin Bieber: Interactive Concert · Calvin Harris: Interactive Concert · Pentakill III: Lost Chapter (Riot)

SPEAKING

SIGGRAPH 2014 Real-Time Live: Fantasia: Music Evolved
Freeform: Digital Sculpting (with Mike Fitzgerald)

EDUCATION

Massachusetts College of Art & Design
BFA, Illustration