

Daniel DiLallo



St Augustine, FL 32095 USA

ABOUT ME

I'm a storyteller at heart and a technologist by trade, driven to craft immersive worlds that blur the line between reality and imagination. With deep expertise in game design, XR development, and emerging technologies, I design experiences that engage the senses and challenge the norms of interactive content.

I believe technology is more than a tool—it's a narrative catalyst. Whether working in Unreal Engine, prototyping AI-driven interactions, or integrating haptics and wearables into VR ecosystems, I push the boundaries of what's possible to deliver emotionally resonant, high-impact experiences.

Collaboration is at the core of my process. I thrive in multidisciplinary environments—bridging creative vision, engineering precision, and user-centered design. My goal is always the same: to create meaningful digital experiences that spark curiosity, deepen engagement, and build passionate communities around the products and stories I help shape.

- GAME DEVELOPMENT
- AI DEVELOPMENT
- DIGITAL TWIN DESIGN
- UE5
- ADOBE SUITE
- DAVINCI RESOLVE
- RUNWAY AI
- KLING AI
- GEMINI
- GOOGLE VEO
- OPEN AI
- ELEVEN LABS
- NFT CREATION
- BLOCKCHAIN
- SMART CONTRACTS
- CRYPTO
- VIRTUAL REALITY DEVELOPMENT
- AUGMENTED REALITY DESIGN
- MIXED REALITY DESIGN
- 3D/ STEREO CAPTURE



Game Director / Lead Game Designer

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Technical Creative Director

Start Left Security Sept 2023 - Feb 2024

- Spearheaded the creative direction and interactive design of a gamified cybersecurity platform protecting Microsoft ecosystem clients—applying game design principles to elevate user engagement and retention.
- Engineered reward systems, progression loops, and narrative-driven UX flows to transform complex security operations into intuitive, mission-based experiences for developers and IT professionals.
- Bridged the worlds of gameplay and enterprise utility by leading cross-functional teams to deliver an immersive, scalable platform that merged storytelling, user psychology, and real-time risk intelligence.

Design Director

MODE META Jan 2016 – August 2023

- Lead design and development of advanced AI-driven XR and VR content for global enterprise and entertainment brands.
- Architect and optimize interactive simulations for combat training, product demonstrations, and narrative-driven content.
- Direct creative teams in producing haptics-integrated MR experiences, spatial computing, and cinematic storytelling in Unreal Engine 5.

Game Director

3xstudios Nov 2012 - Jan 2016

- Oversaw creative and technical development of multimedia applications across emerging platforms including Gear VR, Oculus Go, and AR devices.
- Delivered bespoke interactive experiences for top-tier clients through cross-functional team leadership.
- Developed user interfaces and design systems for immersive environments and branded content.

Lead Game Designer

Activision Dec 2006 - May 2011

- Led multidisciplinary design teams across several AAA franchises—including Guitar Hero and multiple Marvel titles—delivering gameplay systems, mechanics, and content at global production scale.
- Played a key role in Activision's Innovations Lab, pioneering experimental gameplay concepts, tools, and prototypes for flagship IPs, pushing the boundaries of player immersion and interactivity.
- Designed and implemented mission structures, core gameplay loops, and level scripting systems, wearing multiple hats from Lead Designer to Tools Programmer to ensure seamless creative-technical execution.
- Recognized internally as a top-tier designer for creative versatility, technical fluency, and consistent delivery of forward-thinking features that influenced long-term franchise direction.

Course Instructor

Mildred Elley

- Taught fundamentals of game design, prototyping, and Unreal Engine to aspiring developers.
- Developed project-based curricula focused on storytelling, mechanics, and emerging technology.

Quality Assurance Lead

Acclaim Entertainment Sept 1999 - October 2001

- Managed QA teams through multiple project lifecycles, identifying bugs, improving gameplay stability, and increasing efficiency of test coverage.
- Facilitated user testing and gameplay reviews across console titles, working closely with design teams to deliver polished releases.



BACHELOR OF COMPUTER SCIENCE

FULLSAIL UNIVERSITY Oct 2004 - Dec 2006

- Director's Award - Public Speaking
- Director's Award - Programming 2
- Director's Award - Final Project
- Recipient of the *Advanced Achievement Award



HOBBIES

- Toast Masters
- Movement
- Ai coding
- MMA
- Reading / Movies

