

Alexander Reyna

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PROFESSIONAL SUMMARY

Immersive media executive with 20+ years leading innovation across spatial video, XR products, AAA gaming, and next-gen broadcast experiences. Drives end-to-end design and technical direction for industry partnerships with Apple, Google, Meta, and T-Mobile, delivering award-winning immersive products at global scale. A hands-on creative who prototypes emerging technologies, architects scalable design systems, and leads multidisciplinary teams to ship transformative experiences. Recognized for pioneering advancements in immersive broadcasting, interactive media, and real-time spatial video workflows

CORE EXPERTISE

- Leadership, Strategic Vision, and Innovation
 - Immersive Media & AR/VR Technologies
 - 180°, 360°, and Spatial Video Broadcasting
 - Real-Time 3D Rendering & Spatial Computing
 - AAA Game Development & Cross-Platform Optimization
 - Prototyping, Rapid Iteration, and Emerging Technologies
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PROFESSIONAL EXPERIENCE

Major League Baseball (MLB)

Vice President, Design and Innovation | January 2022 – Present

Define and lead the innovation strategy for MLB's digital and immersive experiences, focusing on emerging technologies and interactive media. Oversee a multidisciplinary team responsible for prototyping, developing, and scaling industry-first digital content and broadcasting formats. Collaborate with external partners to deliver transformative projects that enhance fan engagement.

- **Strategic Design Leadership:**
 - Established a unified spatial design system standardizing next-gen content.
 - Directed teams in UX/UI, 3D design, and interactive media to create future-ready fan experiences.

- Implemented scalable frameworks integrating advanced rendering, real-time data, and spatial technology across platforms.
- **MLB App for Samsung Galaxy XR - Google Launch Partner (2025):**
 - Delivered an industry defining product including Gameday 3d, multiview, and personalized experiences. Delivered next generation 3d presentation showing player movement and 3d strikezones inside virtual ballparks.
 - Developed novel 8K spatial video solution for live broadcast during Baseball broadcasts.
- **MLB App for Apple Vision Pro & Meta Quest (2024):**
 - Launched immersive viewing experiences blending live broadcasts with interactive digital overlays, spatial stats, and customizable camera angles.
 - Expanded capabilities for Meta Quest headsets, delivering platform-specific features optimized for VR.
- **MLBNext (2023, T-Mobile Partnership):**
 - Developed an in-stadium AR experience overlaying real-time 3D visuals, Ultra low latent Audio and interactive data for All Star Game 2023, resulting in 27 minute session lengths and industry accolades.
 - Pioneered real-time spatial data to transform how fans watch games by reducing glass to glass latency to ~50ms for live data and broadcast streaming.
- **MLB AR (2021, T-Mobile Partnership):**
 - Delivered MLB's first at-home AR app for the Home Run Derby, integrating real-time 3D stats and data overlays.
 - Achieved Emmy recognition for Outstanding Digital Innovation.
- **New Game IP Development:**
 - Led the creative direction and prototyping of unannounced MLB game concepts, identifying market opportunities and defining innovative gameplay mechanics.
 - Accelerated development timelines through iterative prototyping and leveraging emerging technologies and GenAI content creation.
- **Redefining Sports Broadcasting Formats:**
 - Designed and launched live and archived broadcasts using 180°, 360°, and spatial video formats.
 - Delivered the Emmy-winning **360° Home Run Derby broadcast** (2021) and captured the **2022 All-Star Game** in immersive formats.
 - Captured the **2024 World Series** in 24K 180° video, setting a new standard in broadcast clarity.

Director of Experience Design | August 2016 – December 2021

Pioneered MLB's approach to immersive media and data-driven fan engagement by leading cross-platform UX/UI design initiatives and AR/VR frameworks. Led creative for all in house MLB video game production.

- Shaped MLB's digital transformation by launching industry first VR experiences on Quest, Vive, Oculus Rift, and Google Daydream.
- Spearheaded the art direction and development of **RBI Baseball** (2013–2021) franchise across Xbox, PlayStation, Switch, and mobile platforms with over \$40M+ in revenue.

- Art Directed **Home Run Derby Mobile**, growing to 7M+ downloads from 2013 to 2018.
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Creative Director, Games | May 2013 – July 2016

Led creative strategy, art direction, and overall design for MLB's gaming initiatives. Shaped visual identities, guided multidisciplinary teams, and delivered engaging interactive experiences targeted to increase fan engagement.

- **Shipped Mobile Games:**
 - **Franchise MVP** - Art Directed, developed and launched Franchise MVP, a free-to-play mobile game for iPhone and iPad that lets players build and manage a baseball franchise from Minor League prospects to World Series champions.
 - **Ballpark Empire** - Developed and launched MLB Ballpark Empire, a game that allows players to build and manage a stadium for one of the 30 MLB teams. Praised for its user-friendly interface and enjoyable gameplay, MLB Ballpark Empire enabled fans to create and customize their favorite teams' stadiums with ease and manage a season from the front office.
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PRIOR ROLES (CONDENSED)

- **Creative Director, 4mm Games:** Directed teams for original IPs and promotional campaigns, delivering innovative art and motion design.
 - **Chief Creative, Xandify.com & TheComplexx.com:** Created high-profile motion design and interactive projects for brands like Nike, Microsoft, and Chanel.
 - **Art Director & Creative Roles (Ubisoft, Gameloft, Gaia Industries, Pixelplume):** Produced AAA-quality art, motion graphics, and animations for brands such as Nickelodeon, CBS Sportsline, and Ubisoft.
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SOFTWARE SKILLS

- **Game Engines:** Unity, Unreal Engine
 - **3D Design Tools:** Maya, ZBrush, Blender, 3ds Max
 - **Painting and Texturing:** Substance Painter, Substance Designer
 - **Design Tools:** Adobe Creative Suite, Premiere Pro, After Effects
 - **Interactive 3D Visualization:** AFRAME, Three.js, 3D Scanning
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PROGRAMMING SKILLS

- **Languages:** C#, HTML, CSS, JavaScript (basic understanding)
 - **Shader Programming:** C# shaders for real-time rendering in Unity and Unreal Engine
 - **VR/AR Interaction Design:** Development using spatial computing frameworks
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TEACHING & MENTORSHIP

New York University & School of Visual Arts, New York

- Educated and mentored students in game development, 3D production, and UX principles.
 - Delivered guest lectures on emerging technologies, shaping the next generation of innovators.
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EDUCATION

Pratt Institute, New York | MFA in Painting

University of New Hampshire, Durham NH | BFA in Painting, Minor in Architecture, Art History, Philosophy

AWARDS & HONORS

- **2023 (45th Annual Sports Emmy Awards):** Nomination, Outstanding Digital Innovation for *MLB Next*
- **2021 (43rd Annual Sports Emmy Awards):** Winner, Outstanding Digital Innovation for *MLB AR | VR Apps*
- **2017 (39th Annual Sports Emmy Awards):** Nomination for *“Chasing History: Making Reality Real Time”*
- **Clio Sports Awards (Silver & Bronze):** Recognized for innovative digital/mobile games