

Alessandro Putignano

Multidisciplinary Designer, Creative Director & Game Designer

Porto, Portugal (CET-1) · hello@alessandroputignano.com · alessandroputignano.com

I build brands from zero: visual identity, product, game, and social. I hold everything to one coherent visual language, down to the last pixel. I chase ideas that hold up structurally, and take them all the way to launch. I work AI-natively, running production pipelines across image, video, and language models. Born in Turin (Italy), spent six years in London, now based in Porto and open to relocating anywhere in Europe.

EXPERIENCE

Founder & Creative Director — Hoshino (Mobile virtual pet game) 2025 – Present

- Led a team of six and personally drove the visual identity, app UI, website, and the full content and social presence
- Produced all visual assets across website and social: item and UI iconography, key art, animated posts, and campaign creatives
- Designed the in-game world, economy, and shop, and shipped the Hoshino website and Shards, an interactive marketing experience
- Grew the community organically to 9.1% engagement rate per follower on X
- Established a technical partnership with Magicblock (Solana gaming infrastructure)
- Took part in two hackathons, building and pitching under deadline

Freelance UI/UX Designer — Tsotchke 2026

- Designed the user interface for Selene, an agentic AI orchestration platform, for deep-tech client Tsotchke (quantum computing and AI)

Freelance Creative Director & Content Maker 2020 – Present

- Creative direction, content production, and social media management for a range of small brands and independent projects

SKILLS

AI Tools Proficiency across image generation (Gemini Nano Banana, Midjourney, GPT Image), video and animation (Sora, Seedance, Runway, Kling), 3D (Meshy), and LLMs for research and copy. I produce finished assets end to end, refining generated output in Photoshop and CapCut so it holds up next to hand-made work. I pick up new tools as they come out, and I build working prototypes with Claude Code and Codex

Creative Direction Brand identity, art direction, worldbuilding, design systems, campaign concepts

Game Design Core loop, progression and daily actions, in-game economy and rarity tiers, item and recipe systems, character personality writing

Content & Video Concept and scriptwriting, short-form and social videos

Design UI/UX for mobile and web, design systems, illustration direction, Adobe Suite, Figma

Social Building and growing communities on Discord and X from zero, content strategy, copywriting, community management

LANGUAGES

Italian (C2) · English (C1) · Portuguese (B1)