

ALEXANDRIA CUELLAR

Technical Project Manager | Service Delivery | Technical Integrations | Technical Operations

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TECHNICAL PROJECT MANAGEMENT HIGHLIGHTS

The following projects represent a selection of funded XR productions delivered as Technical Project Manager / Producer between 2023 and 2026. Responsibilities included roadmap planning, Agile delivery, cross-functional team coordination, production operations, LiveOps, stakeholder communication, and post-launch support across VR, mobile, and web experiences.

Glizzy Gladiator

Client: Flip Key Studios | **Platform:** Meta Horizon Worlds | **Launch:** Aug 2024

- Coordinated LiveOps delivery for Most Shareable Moments award winner Glizzy Gladiator, expanding gameplay systems through seasonal content and post-launch feature updates.
- Managed LiveOps roadmap execution in Jira, coordinating battle progression, daily and weekly challenges, player rewards, and new gameplay systems.
- Expanded monetization and player retention systems through progression, rewards, seasonal content, UI improvements, gameplay balancing, and soft- and premium-currency purchases across VR and mobile.

Tower of Zen

Client: Flip Key Studios | **Platform:** Meta Horizon Worlds | **Launch:** Mar 2025

- Coordinated LiveOps for Magic Moments award winner Tower of Zen, expanding gameplay systems and content following launch.
- Managed roadmap execution for NPC systems, progression, power-ups, and feature releases while coordinating cross-functional delivery.
- Expanded monetization and player retention systems through gameplay balancing, progression, UI improvements, ongoing content updates, and in-game purchases for a mobile-first experience.

The Soapstone NYC

Client: The Soapstone Comedy Club | **Platform:** Meta Horizon Worlds | **Launch:** Jun 2025

- Coordinated cross-functional delivery of a new flagship social VR comedy venue inspired by New York City, supporting live performances across VR and mobile platforms.
- Managed roadmap execution for host control systems that enabled community-led games, improv, trivia, talk shows, and live event management.
- Coordinated launch and post-release optimization while expanding support for scheduled avatar and real-world video performances to enhance audience engagement.

The Last Laugh

Client: The Soapstone Comedy Club | **Platform:** Meta Horizon Worlds | **Launch:** Aug 2025

- Coordinated cross-functional delivery of The Soapstone Comedy Club's first mobile-first game, expanding the brand from live social VR events into mobile-first interactive gameplay.
- Managed production workflows, feature planning, and release execution in ClickUp, coordinating engineering, design, and external creative contributors throughout development.

- Directed gameplay iteration and launch readiness for a comedic pattern-recognition experience, refining mechanics and player experience through final balancing and testing.

metaMates

Client: HyLite Studios | **Platform:** Meta Horizon Worlds | **Launch:** May 2025

- Coordinated cross-functional delivery of one of the early AI-driven NPC experiences on Meta Horizon Worlds, aligning engineers, designers, executives, and internal and external stakeholders.
- Defined and continuously adapted the Jira roadmap for AI-powered NPC systems featuring emotional logic, dynamic interaction states, and scripted fallback behaviors.
- Adapted project plans and delivery priorities as Meta introduced new AI platform capabilities during active development.
- Managed implementation of relationship progression, social gifting, and player engagement systems across VR and mobile platforms.

The Soapstone at Hanalei Bay

Client: The Soapstone Comedy Club | **Platform:** Meta Horizon Worlds | **Launch:** May 2024

- Coordinated cross-functional delivery of the second-generation Tri-Mesh rebuild, applying lessons learned from the initial migration while supporting Meta Horizon Worlds' transition to TypeScript.
- Managed roadmap execution for five interactive mini-games, helping define gameplay concepts and coordinating design and engineering teams to implement new mechanics on the platform.
- Directed production planning, launch activities, and post-release improvements to optimize gameplay, player engagement, and long-term maintainability.

The Soapstone – First Tri-Mesh Edition

Client: Nspire Create Labs / The Soapstone Comedy Club | **Platform:** Meta Horizon Worlds | **Launch:** Sept 2023

- Coordinated a cross-functional team of developers, 3D artists, an art director, and project stakeholders through Meta Horizon Worlds' transition from Sub-D assets to Tri-Mesh modeling.
- Managed production planning, technical migration, and milestone delivery in Trello while guiding the team through new art workflows, production pipelines, and platform capabilities.
- Delivered a modernized social VR venue introducing support for live avatar performances and scheduled real-world performance videos while maintaining delivery during a major platform transition.

LEADERSHIP & INDUSTRY ENGAGEMENT

MIT Reality Hack (2025–2026)

Volunteer Contributor (2025); Substitute Judge, Game Prototyping Track (2026); XR Youth Mentor, The Clubhouse Network (2026)

Mentor

Hudson Valley Open Data Hackathon (2026)

Hudson Valley Youth Digital Rally Hackathon (2026)

Judge

Games for Change Student Challenge – Tabletop Games Judge (2026)

Professional Memberships

Meta Horizon Creator Program Partner • Meta Horizon Start • NYVR • Unity NYC • XR Guild