

MATTEO STANZANI

Creative Director & Producer | Multi-Platform Animation & Interactive Content

Contact Information

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PROFESSIONAL SUMMARY

Award-winning Creative Director & Producer with 25+ years of successful experience in transmedia multi-platform content for young audiences. Specializing in interactive story worlds, 2D/3D CGI animation, and video games for broadcast, online, and mobile platforms in the entertainment, advertising, and educational spaces. Proven track record of reaching millions of children globally through innovative digital content.

Providing hands-on creative guidance, managing and executing a variety of tasks to support Design and Production departments in delivering top-level content. Member of the Producers Guild of America and Digital Grammy Awards Jury.

CORE COMPETENCIES

Creative Direction	Interactive & Game Design	Technical Proficiency	Leadership
2D/3D CGI Animation	Game Mechanics & UI/UX	Adobe Creative Suite	Team Leadership
Character Design	Player Progression	Figma & Procreate	Project Management
Storyboarding	Educational Games	AI Generation Tools	Budget Management

Creative Direction	Interactive & Game Design	Technical Proficiency	Leadership
Visual Development	Interactive Storytelling	ComfyUI, Kling	Client Relations
Motion Graphics	Augmented Reality	Video Editing	IP Development

PROFESSIONAL EXPERIENCE

Producer & Creative Director

Innovative Transmedia / Marvel Entertainment Partnership | 2011 – Present

- Production of branded motion comic animations in partnership with Marvel Entertainment for major global brands
- Collaborated with industry leaders including Doordash, ESPN, LEGO, Christian Louboutin, NFL, State Farm, Toyota, NordVPN, CAPCOM, and AXE
- Produced content for government agencies (FDA, USDA) combining education with entertainment
- **Directed "Hasbro Stunt Squad" animated mini-series** for Marvel New Media (2023)
- **Published "Uno and the Game of Two"** illustrated children's book (2025)

Creative Director

Ferrero Group Worldwide (Kinder) – Magic-Kinder.com | 2001 – 2010

- Content Designer and Producer of **500+ online animations and games**
- Developed **30+ mobile apps** and augmented reality applications
- Managed content based on Disney, Fox, Warner Bros, and Ferrero IPs
- Led **Magic-Kinder.com portal development in 32 languages**, reaching millions of children globally
- Platform evolved into current Applaydu application

Creative Director & Animation Director

RAI Italian Television | 1998 – 2012

- Created **"PC Toons"** educational animated TV series for pre-school and children (2005)
- **Animation Director for "Matt's Monsters"** TV series pilot for STARZ channel
- Co-produced with Alphanim, Gaumont, and RAI Italian Television

- Pioneered educational content formats for broadcast television

Producer

Boomer Esiason Foundation | 2013 – 2015

- Designed and produced "**Genie The Gene**" multi-platform animated educational series
- Created content aimed at spreading awareness about Cystic Fibrosis and rare diseases
- Developed engaging storytelling approaches for sensitive health topics

Founder & Creative Director

Innovative Transmedia Inc. | 1998 – Present

- Founded and led creative studio specializing in animation and interactive content
- Produced hundreds of interactive online games and animated videos
- Served clients in educational, entertainment, and advertising sectors
- Built expertise in content for young audiences from pre-school to tweens

KEY PROJECTS

Marvel Entertainment Partnership (2016-2026)

- Decade-long collaboration producing motion comics with Marvel super heroes
- Major brand integrations: Doordash, LEGO, Toyota, NFL, State Farm, and more

Disney Fairies & Mickey Mouse Interactive Comics

- Pioneering iPad interactive motion comics for Disney's Fairies franchise
- Disney Mobile Mickey Mouse interactive motion comic development

Magic-Kinder.com / Applaydu

- Online portal in 32 languages with hundreds of games and animations
- Based on major international IPs, reaching millions of young users globally

Hasbro Stunt Squad (2023)

- Directed and produced animated mini-series for Marvel New Media
- Combined action-packed storytelling with beloved Hasbro characters

EDUCATION

BA, Animation, Comics and Illustration School of Comics, Milan, Italy | 1995

BA, Visual Design International College of Arts & Sciences, Milan, Italy | 1992

AWARDS & RECOGNITION

Animation Best Producer – Pulcinella Award "Cartoons on the Bay" International Festival
| Positano, Italy | 2007

PROFESSIONAL MEMBERSHIPS

- **Producers Guild of America** – Active Member
- **Digital Grammy Awards** – Jury Member

TECHNICAL SKILLS

Expert Level: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Figma, Procreate, Canva

Advanced: AI Image & Video Generation (ComfyUI Workflow, Kling, WAN), Video Editing, Motion Graphics

Proficient: Microsoft Office Suite, Project Management Tools

References available upon request