

# Matteo Stanzani

**Creative Director & Producer | Animation & Interactive Content**

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## Professional Summary

A former Disney and Marvel artist, award-winning and results-driven Creative Director and Producer with over 25 years of experience leading the creation of engaging multi-platform animated and interactive content for young audiences worldwide. A master of interactive story worlds, 2D/3D CGI animation, and video games for broadcast, online, and mobile platforms. Proven ability to deliver top-level content for major global brands in the entertainment, advertising, and educational sectors. A member of the Producers Guild of America and the Digital Grammy Awards Jury, dedicated to bringing stories to life that entertain, educate, and inspire.

## Core Competencies

Creative Direction	Interactive & Game Design	Technical Proficiency	Leadership & Production
2D/3D CGI Animation	Game Mechanics	Adobe Creative Suite	Team Leadership
Character Design	UI/UX Design	Figma	Cross-functional Collaboration
Storyboarding	Player Progression	Procreate	Project Management
Visual Development	Reward Systems	AI Generation Tools	Budget Management
Motion Graphics	Mobile Games	ComfyUI, Kling	Client Relations
Worldbuilding	Educational Games	Video Editing	Multi-platform Production
Narrative Design	Interactive Storytelling	Microsoft Office	IP Development
Art Direction	Augmented Reality		Brand Integration

## Professional Experience

**Producer & Creative Director** | Disney / Marvel Entertainment | New York, USA | 2011 - Present

- Spearheaded the production of branded motion comic animations in a long-term partnership with Marvel Entertainment, delivering compelling content for a diverse portfolio of major brands including Doordash, ESPN, LEGO, Louboutin, NFL, State Farm, and Toyota.
- Collaborated with U.S. government agencies, including the FDA and USDA, to create educational and awareness campaigns.
- Directed the 'Hasbro Stunt Squad' animated mini-series for Marvel New Media in 2023, showcasing expertise in leading creative teams to produce high-quality animated content.

**Creative Director** | Ferrero Group Worldwide (Kinder) | Italy | 2001 - 2010

- As the creative visionary for the digital arm of a global brand, designed and produced over 500 online animations and games, and innovative augmented reality experiences.
- Led the development of the Magic-Kinder.com worldwide portal, in 32 languages and reaching millions of children across the globe.
- Managed creative content based on major international intellectual properties from Disney, Fox, and Warner Bros.

**Creative Director & Animation Director** | RAI Italian Television | Italy | 1998 - 2012

- Created and developed 'PC Toons,' an educational animated television series for preschool and school-aged children, which aired in 2005.
- Served as Animation Director for the pilot of the 'Matt's Monsters' television series for the STARZ channel, a co-production with Alphanim and Gaumont.

**Producer** | Boomer Esiason Foundation | New York, USA | 2013 - 2015

- Led the design and production of 'Genie The Gene,' a multi-platform animated educational series aimed at raising awareness about Cystic Fibrosis and other rare diseases through engaging and inspiring storytelling.

## Key Projects

- **Marvel Entertainment Partnership (2012-2026):** A decade-long creative collaboration producing motion comics featuring Marvel superheroes for a wide range of major brands and government agencies.
- **Magic-Kinder.com / now Appplaydu (2001-2011):** An 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 an animated mini-series for Marvel New Media, combining action-packed storytelling with beloved Hasbro characters.
- **Disney Fairies & Mickey Mouse interactive comics (2011-2015):** Pioneered new interactive storytelling formats with motion comics for the iPad featuring Disney's Fairies franchise and Disney Mobile's Mickey Mouse.
- **Uno and the Game of Two (2025):** Authored and illustrated a children's book that combines engaging storytelling with mathematical concepts, extending creative expertise into traditional publishing.

## Education

**Bachelor of Arts, Animation, Comics and Illustration** School of Comics, Milan, Italy | 1995

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

## Awards & Memberships

- **Animation Best Producer**, 'Cartoons on the Bay' International Pulcinella Award, 2007
- **Active Member**, Producers Guild of America
- **Jury Member**, Digital Grammy Awards

## Brands

Marvel | Disney | Kinder/Ferrero | LEGO | Toyota | NFL | Doordash | Hasbro | ESPN | Louboutin | State Farm | FDA | USDA | CAPCOM | NordVPN | Synchrony | Clear | AXE | Adidas | Sony PlayStation