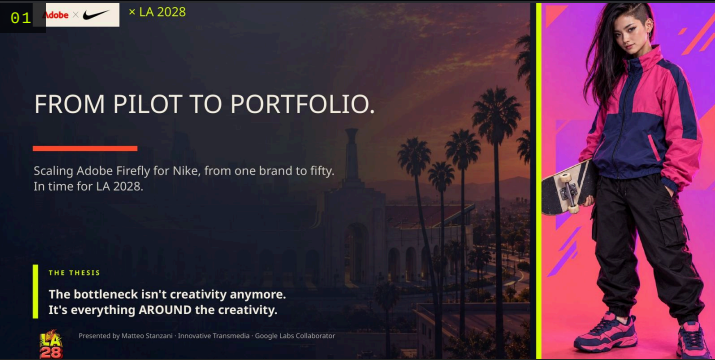


MATTEO STANZANI

CREATIVE DIRECTOR · EDITOR · STORYTELLER

SELECTED WORK 2024 – 2026

MODENA → BROOKLYN, NY



FIREFLY ENTERPRISE CASE STUDY

Adobe x Nike LA28

2026

Case study deck positioning Adobe Firefly enterprise creative production for the Nike x LA 2028 Olympics campaign. Fortune 500 brand, AI creative operations at scale — built to Adobe's brief during their interview process.
innovativetransmedia.com/work



AUTOMOTIVE BRAND STRATEGY

Piana x NIO

2024 – 2025

Executive brand strategy positioning Piana's V/Smart sustainable fiber technology to NIO, the Chinese EV brand. "Technology and purpose in the same seat." Concept, art direction and deck end-to-end.
innovativetransmedia.com/work



CGI CAMPAIGN · FORMULA 1

Ferrari SF-26 Launch

2026

22-page CGI campaign concept for Ferrari's 2026 Formula 1 launch. "Challenging the Labyrinth of the Unknown" — the SF-26 as protagonist. Concept, art direction, storyboards and pitch deck.
innovativetransmedia.com/work



AI-GENERATED TV COMMERCIAL

Amazon x FIFA World Cup 26

2026

Spec commercial produced end-to-end through a hybrid Kling + Runway + ComfyUI + ElevenLabs + Adobe Creative Suite pipeline. Concept, direction and finishing in the edit bay.
vimeo.com/1192105424



CORPORATE AI VIDEO

Piana x Serta Simmons Bedding

2025

AI-generated corporate presentation film for the Piana x SSB sustainable-sleep partnership. Enterprise brand storytelling for a C-suite audience via hybrid AI pipeline.
vimeo.com/1173029336



ORIGINAL IP · BOOK + ANIMATION

Uno — Phi & Bonacci

2025 – 2026

Self-authored, self-illustrated children's book about the origins of the Universe and the quantum field, extended into an AI-animated companion piece via Firefly + ComfyUI + Google Labs + ElevenLabs. Written, drawn and directed.
vimeo.com/1209086808