

Matteo Stanzani

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PROFILE

Creative Director, Editor and Storyteller — 25 years directing brand stories for Ferrari, Ferrero, Tesla, NIO, Nike, Amazon, Adobe, Marvel, Disney, LEGO and ESPN. Hands-on through the whole pipeline: concept, deck, art direction, edit. AI-native and human-first — active Google Labs collaborator, every major generative tool inside the daily practice, while direction, taste and final judgment stay human. The technical half of production keeps getting cheaper; the deciding half does not.

CORE STRENGTHS Creative direction · Brand storytelling · Campaign concepting · Creative and analytical thinking · Resilience, flexibility and agility · Leadership and social influence · Empathy and active listening · AI-native production workflows · Video editing and post · Animation direction · Adobe Creative Cloud since 1996

EXPERIENCE

Founder & Creative Director

Jan 2010 – Present

Innovative Transmedia Inc.

Brooklyn, NY

- Studio operations, brand storytelling, art direction, and end-to-end production for enterprise clients. Concept through delivery — decks, campaigns, videos, animated shorts, self-authored IP.
- Active Google Labs collaborator on next-generation AI creative tools (Flow, Veo, Omni). Daily Claude collaborator for two years. Local LLM stack (LM Studio + Hermes Agent + Obsidian) for personal research and workflow.

Trusted-Advisor Creative Director

Jan 2016 – Present

Piana Technology · Clients: Tesla, NIO, Nike, Serta, Caesars, Air New Zealand

Remote (US / Italy)

- Ten-year continuous engagement leading brand strategy, art direction, and executive-audience content. Corporate brand identity, digital ecosystem, C-level keynote presentations, and campaign pitches.
- Recent: Piana × NIO Introduction deck (auto brand), SSB Sustainable Sleep Experience Platform, and Piana × SSB AI-generated corporate video. All shipped to C-suite decision-makers.

Creative Director & Senior Producer · Branded Content

Jan 2012 – May 2026

Marvel Custom Solutions, Marvel Entertainment (Disney)

New York

- Fourteen-year partnership directing branded content campaigns for Fortune 500 clients — Disney, LEGO, NFL, ESPN, State Farm, DoorDash, Toyota, Hasbro, Christian Louboutin, CAPCOM, NordVPN — under Marvel × Disney's licensed-IP governance regime, the tightest brand-safety and rights-review environment in entertainment.
- Led matrixed production teams (writers, artists, animators, motion designers, VFX, sound, edit) — typical crews 8–15, scaling to 25+ on flagship deliveries. Engagement concluded May 2026 following Disney's restructuring.

Head of Digital Content · Creative Director

Jan 2001 – Jan 2010

Ferrero Group Worldwide (Kinder)

Italy

- Built Magic-Kinder.com from scratch into one of the world's largest branded children's edutainment platforms — 32 languages, 32 markets, 500+ published interactive, animated, and AR pieces. Later rebranded as Applaydu.
- Owned the full creative operating model — brand governance, IP approvals (Disney, Fox, Warner Bros licensed programs), regional localization, cross-market editorial standards. Managed 25+ person cross-functional team at peak.

Creator, Animation Director & Producer

Jan 1998 – Jan 2012

RAI Italian Television

Italy

- Created and produced PC Toons — educational animated broadcast series for children, aired on RAI national television (2005). Full creative ownership from concept through broadcast delivery.
- Animation Director on Matt's Monsters episode for STARZ (Alphanim/Gaumont international co-production).

Founder & Creative Director

Jan 1998 – Jan 2010

Melazeta Srl

Italy

- Founded and scaled Italy's first fully digital end-to-end content production studio. Led a 25-person cross-functional team of illustrators, designers, animators, and software developers producing branded content and interactive experiences for Disney, Kinder Ferrero, RAI, Ferrari, Mondadori Editore, and Italian museums / art galleries / cultural institutions.

Producer & Editor • Health & Science Content

Jan 2013 – Jan 2015

Boomer Esiason Foundation

New York

- Produced and edited Genie The Gene — multi-platform educational content series raising U.S. national public awareness of Cystic Fibrosis and rare-disease genetics through character-led storytelling.

Animation Producer

Jan 2011 – Dec 2014

Starlight Runner Entertainment (Jeff Gomez)

New York

- Animation Producer at Jeff Gomez's transmedia storytelling consultancy — projects included Gorizer, Ku-Mighty, and Fungo Play.

Vice President

Jan 2004 – Apr 2010

ASIFA Italia — International Animated Film Association

Turin, Italy

- Industry leadership role with the Italian branch of ASIFA, the International Animated Film Association — representation and advocacy for animation professionals in Italy.

PROJECTS

Piana × NIO Introduction

2024 – 2025

Automotive Brand Strategy

- Executive brand strategy deck positioning Piana's V/Smart sustainable fiber technology to NIO, the Chinese EV brand. "Technology and purpose in the same seat." Four-century Italian fiber legacy meets modern electric mobility. Concept, art direction, and deck end-to-end.

Ferrari SF-26 Launch

2026

CGI Video Production Campaign

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

Adobe × Nike LA28

2026

Firefly Enterprise Case Study

- Case study deck positioning Adobe Firefly enterprise creative production for the Nike × LA 2028 Olympics campaign. Fortune 500 brand + AI creative operations at scale.

Amazon × FIFA World Cup 26

vimeo.com/1192105424

2026

AI-Generated TV Commercial

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

Piana × Serta Simmons Bedding

vimeo.com/1173029336

2025

Corporate AI Video

- AI-generated corporate presentation video for the Piana × SSB sustainable-sleep partnership. Enterprise brand storytelling for C-suite audience, produced through hybrid AI pipeline.

Uno and the Game of Two

vimeo.com/1209086808

2025 – 2026

Phi & Bonacci — Children's Book & AI-Animated Film

- Self-authored, self-illustrated children's book about the origins of the Universe and the quantum field, extended into an AI-animated companion piece produced end-to-end via Firefly + ComfyUI + Google Labs (Flow, Veo, Omni) + ElevenLabs. Concept, illustration, story, direction, and edit — all mine.

Piana Technology • Brand Architecture & Digital Ecosystem

2023 – 2025

- Full brand architecture, digital ecosystem, hospitality ecosystem, and Sustainable Sleep Experience Platform for Piana Technology's enterprise clients (Tesla, NIO, Serta, Caesars, Air New Zealand). Ten years as trusted-advisor Creative Director.

AI Storyboard & Concept Direction

2025 – 2026

- Directed AI storyboards for Amazon × FIFA World Cup, American Express "Her Move 2," Clarins Double Serum, Lumivia Live Lighter, State Farm "Already On It," Charmant, Breezys Burgers, ShieldRight, and Avengers Vanity Fair. Pre-production direction across brands.

- Fourteen years directing branded content for Fortune 500 partners inside Marvel × Disney's licensed-IP governance framework — Disney, LEGO, NFL, ESPN, State Farm, DoorDash, Toyota, Hasbro, Christian Louboutin, CAPCOM, NordVPN. Marvel × State Farm AI regeneration study (2026) linked above.

SKILLS

Generative AI & Emerging Tools: Adobe Firefly, ComfyUI, Runway, Kling, Higgsfield AI Director (daily); Google Labs (Flow, Veo, Omni — active collaborator); ElevenLabs, Nano Banana (Gemini Flash Image), Midjourney; Claude, ChatGPT, Perplexity, LM Studio + Hermes Agent + Obsidian (daily, 2+ years).

Creative Direction & Strategy: Creative Direction, Brand Storytelling & Narrative, Art Direction (print, digital, motion), Concept → Script → Board → Direction, Deck Design & Executive Presentations, C-Level & Senior-Stakeholder Presenting.

Production & Post: Adobe Premiere Pro (editing + finishing, since 2003), Adobe After Effects (motion, comp, VFX, since 1998), Adobe Photoshop / Illustrator / InDesign / Audition (since 1996), DaVinci Resolve, Figma, Frame.io.

Leadership & Governance: Team Leadership (25+ cross-functional teams), Brand Governance, IP Rights & Compliance, Cross-Market Localization (32 languages, 32 markets).

AWARDS & HONORS

- Best Producer in Animation — Cartoons on the Bay, International Award (2007)
- Featured Keynote Speaker — X Media Lab Switzerland “Transmedia”, ECAL Lausanne (2013), alongside Jeff Gomez (Starlight Runner) and Gianfranco Cordara (Head of Disney Programming, Europe)
- Member — Producers Guild of America
- Jury Member — Digital Grammy Awards

SUMMARY

- Creative Director, Editor, and Storyteller with 25 years directing brand stories for the companies people know — Ferrari, Ferrero, Tesla, NIO, Nike, Serta Simmons, Amazon, Marvel, Disney, LEGO, ESPN, DoorDash. Modena → Brooklyn. Craft as its own reward: heart, mind, hands always in control, from start to finish.
- Recent 2026 work: Ferrari SF-26 22-page CGI Formula 1 launch campaign, Piana × NIO brand strategy for Chinese EV market, Adobe × Nike LA28 Firefly enterprise case study, Amazon × FIFA World Cup 26 AI TV commercial. Built content platforms in 32 languages, led production teams of 25, and hand-cut short films alone in Premiere.
- AI-native from concept through delivery: every major generative tool inside daily practice — Firefly, Google Labs (Flow, Veo, Omni), ComfyUI, Runway, Kling, ElevenLabs, Claude — with creative judgment always in the lead. Adobe Creative Suite since 1996. Active Google Labs collaborator. US citizen (naturalized 2018).

SELECTED BRANDS & CLIENTS

- Ferrari, Ferrero, Tesla, NIO, Nike, Serta Simmons Bedding, Caesars Hotels, Air New Zealand, Amazon, American Express, Adobe, Clarins, Baxter Medical, Marvel, Disney, LEGO, Hasbro, Toyota, NFL, DoorDash, ESPN, Christian Louboutin, State Farm, FDA, USDA, CAPCOM, NordVPN, Synchrony, Clear, AXE, Adidas, Sony PlayStation, Mondadori Editore, RAI Italian Television, Boomer Esiason Foundation, Italian museums & cultural institutions.

EDUCATION

School of Animation & Comics

BA, Animation, Comics & Illustration. 1995

Milan, Italy

International College of Arts & Sciences

BA, Visual Design and Communication. 1992

Milan, Italy

Art, illustration, animation, and graphic design academies across Italy

Italy

Faculty (Visiting) — Adobe Creative Suite instruction; sequential art and visual storytelling at ISIA Florence and the International School of Comics, Reggio Emilia.