

Gaetano Leonardi

Creative Director & Art Director | Games, Animation & Entertainment
Visual & Narrative Worldbuilding · Leading Multidisciplinary Teams

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Creative Director and Art Director with **20+ years of experience** across video games, animation, feature films, and interactive entertainment. Specialized in defining visual direction, building strong, readable worlds, and guiding multidisciplinary teams from early concept to production. Founder of 3Donkeys Studio, with a background spanning AAA IPs (Nickelodeon, THQ Nordic), award-winning indie projects, and international clients. Strong focus on clarity, personality, production-ready pipelines, and creative leadership.

Core Skills:

- Team Leadership & Mentorship
- Creative Direction & Art Direction
- Client Communication & Pitching
- Narrative & Storytelling
- Visual Development & Worldbuilding
- Character Design & Style Definition
- UX & Game design

Awards:



Experiences (Last 5 years):

YEARS (from/to)

Role; link; Sector; Title; Company; Award

2022/2026



Art Direction - [Spongebob Titans of the Tide](#)
Video Game - THQ nordic - Nickelodeon - Paramount

Contributed to narrative and game design, bridging visuals and gameplay;
Coordinated artists and provided clear visual documentation to ensure consistency across production;
Led visual direction as reviewer and mentor throughout development, across characters, and locations.

2021/2022



Art Direction, UI/UX designer
Video Game - Pow Wow - THQ nordic

Helped define the visual direction and creative tone of the project;
Designed UI/UX concepts and motion examples.

2021



Founder, Creative director - [3Donkeys Collective](#)
Animation, Video Game, Art
Author - animation TV Serie - [Moffee's Adventures Pitch](#)

Aligning artistic vision with market and audience needs;
Setting creative direction from concept to production;
Supporting teams with clear guidelines and documentation;
Creative liaison with the client, clearly explaining visual choices and securing fast, first-pass approvals.

2019/2021



Direction, Art Direction, Character Design -
Animation feature movie pre-production - ARX Anima
Director & screenwriter for Commercial - ARX Anima

Defined the overall visual language and art direction of the film;
Directed character, environment design principles and worldbuilding during pre-production;
Creative liaison with the client, clearly explaining visual choices and securing fast, first-pass approvals;
Collaborated closely with production leadership to align creative vision with narrative and technical constraints.

2021



Art Direction, Ch. Design, Graphic Design
Pitch - animation feature movie - Faith - SCFilms International

Defined the overall visual language and art direction of the films.

2019/2021



Art Direction, Character Design, Sculpting
Short animation movies - Kaisa Group - Attraktion

Defined the overall visual language and art direction of the film;
Directed character, environment design principles and worldbuilding during pre-production;
Creative liaison with the client, clearly explaining visual choices and securing fast, first-pass approvals;

