

# Gaetano Leonardi

Creative Director / Art Director · Games, Animation & Narrative Worldbuilding  
20+ Years Leading Visual Development, Team Direction & Cross-Disciplinary Creative Production

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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 visual worldbuilding, production-ready art direction, and leading multidisciplinary teams from concept through delivery. Experience spans licensed AA productions, award-winning indie development, feature animation, and international entertainment clients.

## Core Skills:

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

## Awards:

- ADCI Gold Award
- ADI Design Index Selection
- Annecy Festival Official Selection
- Cartoon Forum Official Selection
- LudoNarraCon Selection



## Experience:

2022 / 2026



**Art Direction / Creative Designer - [SpongeBob](#)**

Purple Lamp / THQ Nordic / Nickelodeon / Paramount

- Led art direction for licensed AA title, defining visual language across mood, characters, environments, and presentation;
- Collaborated with narrative and game design teams to align visual storytelling with gameplay needs;
- Directed artist hiring and talent selection to build project-ready creative teams;
- Established visual documentation and review pipelines to maintain consistency across production.

2021 / 2022



**Art Direction, UI/UX Designer**

Pow Wow Entertainment / THQ Nordic

- Co-defined the project's visual identity and creative tone during development;
- Designed UI/UX concepts, motion prototypes, and interaction examples for gameplay presentation;
- Supported exploration of character and visual development directions during pre-production;
- Contributed narrative-driven visual concepts to strengthen humor, clarity, and player-facing personality.

2021 / Present



**Founder / Creative Director - [3Donkeys Collective](#)**

3Donkeys Collective

Selected Project - [Moffee's Adventures](#) - Creator / Author / Visual Development

- Leading creative direction across games, animation, and entertainment projects from concept through production;
- Aligning artistic vision with market positioning, audience expectations, and production constraints;
- Building visual development frameworks, style guides, and documentation for internal/external teams;
- Serving as primary creative liaison with clients, securing alignment and approvals through structured presentations.

2019 / 2021



**Director / Art Director / Character Design**

ARX Anima

Additional work - Director & Screenwriter - Commercial Production

- Directed visual development and art direction for animated feature film pre-production;
- Defined worldbuilding, character design, and environment design principles for production teams;
- Collaborated with production leadership to align creative ambition with narrative and technical constraints;
- Presented and defended creative direction directly with stakeholders and clients.

2021



**Art Director / Character Design / Graphic Design**

SCFilms International

- Defined visual development and art direction for animated feature film pitch package;
- Established visual identity, design language, and presentation materials for investor/client-facing development.

2019 / 2021



**Art Director / Character Design / Sculpting Direction**

Attraktion / KAISA Group

- Directed visual development for short-form animated entertainment films for large-scale theme park experiences;
- Defined character, environment, and sculpting direction across production assets;
- Maintained visual consistency across multidisciplinary production teams;
- Managed client-facing creative presentations and approvals throughout development.

2019 / 2021



**Co-Author / Art Director / Narrative & Visual Development - [Still There](#)**

GhostShark / Demigiant / La Boîte / Abstraction

- Contributed to an internationally recognized title praised for atmosphere, narrative, and emotional storytelling;
- Co-authored narrative and worldbuilding for award-winning sci-fi adventure game;
- Led visual mood, worldbuilding, and atmospheric direction for production;
- Collaborated to unify narrative, art, and gameplay vision.