GIANPAOLO GONZALEZ

CREATIVE DIRECTOR / WRITER / DIRECTOR / ANIMATOR / PRODUCER

Los Angeles, California
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FanHeart Award ’24
Honorable Mention
Venice International Film Festival

1M+
Cumulative views
NightMara, Meta VR series

6M+
Facebook views in week one
McDonald’s 360° commercial

01 DIRECTING • Live-Action • Animation • Voice Direction

ZOOTOWN
IN DEVELOPMENT

CO-CREATOR · WRITER · DIRECTOR

- Developed the directing approach for an 11-minute children’s series for ages 4–9 combining live action, puppetry, and animation.
- Shaped scripts, character arcs, visual storytelling, and creative continuity across multiple production formats.

NightMara: Episode 1
Meta

WRITER · DIRECTOR · ART DIRECTOR

- Pioneered a new approach to storytelling in virtual reality, staging every scene around the viewer’s place in the world.
- Directed five voice actors, each performing multiple characters.
- Directed the musicians recording the soundtrack to match the series’ look and tone.
- Launched the series on Oculus TV and Quill Theater.

NightMara: Episode 2
Meta

WRITER · DIRECTOR · ART DIRECTOR

- Raised the scale with bigger action set pieces, staging more complex choreography and shot transitions around the viewer.
- Directed character performances, compositions, and dramatic pacing from script through final delivery.

NightMara: Episode 3
Meta
VENICE INTERNATIONAL FILM FESTIVAL ’24

WRITER · DIRECTOR · ART DIRECTOR

- Wrote and directed the third episode, which earned a FanHeart Award Honorable Mention at the Venice International Film Festival 2024.
- Went on to screen at Animasyros Film Festival ’24, Imagine Film Festival ’24, and Zlín Film Festival ’25.

STRIVR
Bank of America · TD Bank · PG&E
2023

WRITER · DIRECTOR, VR

- Directed four live-action 360° VR training experiences depicting high-stakes workplace interactions involving hostile customers.
- Directed actors and a 20+ person crew, shaping performances, blocking, and immersive cinematography.
- Translated enterprise training objectives into narrative-driven simulated experiences.

Sydney McLaughlin
Beats × New Balance
2020

DIRECTOR · CINEMATOGRAPHER · BRANDED CONTENT

- Directed and shot branded content featuring world-record hurdler and Olympic champion Sydney McLaughlin for Beats and New Balance.
- Guided visual storytelling, athlete presentation, and cinematic composition to support the brands’ creative direction.
- Coordinated production elements and on-camera direction to capture compelling footage.

Nickelodeon
Hollywood Headquarters 360° Tour
2017

DIRECTOR

- Directed an immersive virtual tour of Nickelodeon's headquarters featuring Tom Kenny.
- Oversaw pre-production, filming, post-production, and coordination with creative and client teams.

Wonderworld VR
2016–2018

CREATIVE DIRECTOR · DEVELOPMENT

- Directed the development of branded 360° content for clients including Nickelodeon, McDonald's, ESL, and Pricer.
- Led scripting, pre-production, production planning, and direction for immersive commercial experiences.

02 ANIMATION

• 2D and 3D Shows • Virtual Reality • Storyboards • Animatics

ZOOTOWN
IN DEVELOPMENT

CO-CREATOR · ANIMATOR · STORYBOARD ARTIST

- Developed animated sequences and visual assets designed to complement puppetry and live-action performances.
- Designed backgrounds and environments and created storyboards and animatics to establish timing and shot composition.

NightMara: Episode 1
Meta

CREATOR · ANIMATOR · ART DIRECTOR

- Posed and animated 25 characters, crafting every detail by hand in Quill with painted strokes and sculpted models.
- Designed the characters and environments that set the series' visual language.

NightMara: Episode 2
Meta

CREATOR · ANIMATOR · ART DIRECTOR

- Grew the cast to 35 animated characters and stepped up the action with tighter fight choreography.
- Packed scenes with small hand-painted details that reward a second look.

NightMara: Episode 3
Meta
VENICE INTERNATIONAL FILM FESTIVAL '24

CREATOR · ANIMATOR · ART DIRECTOR

- Posed and animated more than 40 characters, the series' largest cast, in its festival breakout episode.
- Recognized at Venice and selected for Animasyros, a festival dedicated to animation.

Amazon Prime Video
As We See It
2021

ANIMATOR · X-RAY EXCLUSIVE CONTENT

- Created eight animated interstitials accompanying the Amazon Original series As We See It.
- Developed animated visual storytelling and motion sequences to complement the series and its X-Ray exclusive content.
- Produced animation designed for inclusion in the show's supplemental Prime Video viewing experience.

03 GRAPHIC DESIGN

• Brand Identity • Logos • Packaging Concepts • Presentation and Pitch Decks

PAY ATTENTION!
IN DEVELOPMENT

CREATOR · BRAND & PRESENTATION DESIGN

- Created visual branding and pitch presentation design for an original television game show.
- Developed promotional graphics, gameplay visuals, and presentation materials conveying its comedic, fast-paced format.

THE MEGA
Family Entertainment Center
2023–2025

CREATIVE DIRECTOR · BRAND IDENTITY · GRAPHIC DESIGN

- Developed the brand identity for a proposed multimillion-dollar immersive entertainment destination, uniting VR, competitive attractions, dining, and hospitality under a recognizable visual system.
- Created naming, visual language, brand positioning, investor presentations, concept graphics, and marketing materials.

NightMara

ART DIRECTION · ILLUSTRATION · GRAPHIC DESIGN

- Designed character artwork, promotional illustrations, posters, and pitch presentations.
- Established a cohesive visual language across the series' promotional and creative-development materials.

GearGhost

BRAND IDENTITY · LOGO DESIGN · GRAPHIC DESIGN

- Developed a contemporary visual identity for a local film equipment rental company.
- Created branding designed to appeal to filmmakers and production professionals and strengthen brand recognition.

Heron's Gold

BRAND IDENTITY · GRAPHIC DESIGN · PACKAGING CONCEPT

- Developed an elevated identity inspired by a hometown brewery's signature golden Kölsch.
- Established a refined visual direction aligned with the beer's character and premium positioning.

Heron's Landing

BRAND IDENTITY · GRAPHIC DESIGN · PACKAGING CONCEPT

- Developed an upscale visual identity for a hometown winery, complementing its premium wine selection.
- Emphasized sophisticated typography and a timeless brand aesthetic.

Skip Film / El Rey Network
2013–2016

GRAPHIC DESIGN · DEVELOPMENT PRODUCTION

- Designed show logos, pitch decks, posters, network presentations, and promotional artwork.
- Created websites, branded visuals, and digital materials supporting scripted and unscripted content development.

04 EDITING
• Branded Content • Sizzle Reels • Post-Production • Animatics

ZOOTOWN
IN DEVELOPMENT

STORYBOARD · ANIMATIC EDITING

- Created and refined animatics to test shot composition, scene timing, transitions, and storytelling rhythm.
- Planned editorial relationships between live-action, puppet, and animated sequences.

NightMara
Meta
2020–2024

DIRECTOR · ANIMATION EDITORIAL

- Shaped episodic pacing, scene transitions, and narrative continuity for three VR animated episodes.
- Integrated animation, visual storytelling, music, and sound into a coherent immersive experience.

Amazon Prime Video
As We See It
2021

EDITOR · ANIMATED INTERSTITIALS

- Edited eight animated interstitials for the series' X-Ray exclusive supplemental content.
- Refined timing, transitions, visual continuity, and pacing across the animated sequences.
- Assembled and finished the interstitials for presentation alongside the series.

Sydney McLaughlin
Beats × New Balance
2020

DIRECTOR · CINEMATOGRAPHER · EDITOR

- Directed, shot, and edited branded content featuring Sydney McLaughlin for Beats and New Balance.
- Built the visual narrative through shot selection, pacing, and transitions, emphasizing athlete performance and brand storytelling.
- Refined the edit to align with the creative direction of both brands.

ICE RACERS
Sizzle Reel

CREATOR · SIZZLE REEL EDITOR

- Edited the sizzle reel to pitch the series, built from on-camera interviews with the talent.
- Shaped the cast's stories, footage, music, and pacing to sell the show's format and personalities.

Skip Film
2013–2016

VIDEO EDITOR · DEVELOPMENT PRODUCER

- Edited sizzle reels and network pitch materials for original television concepts.
- Edited promotional and branded video, combining footage, graphics, music, and narrative pacing.

Nickelodeon
Hollywood Headquarters 360° Tour
2017

DIRECTOR · EDITOR

- Edited an immersive virtual tour of Nickelodeon's headquarters featuring Tom Kenny.
- Oversaw post-production, graphics and coordination with creative and client teams.

McDonald's
360° Commercial
2016

VR CREATIVE PRODUCER · POST-PRODUCTION SUPERVISOR

- Supervised post-production and coordinated editorial workflows with the director and cinematographer.
- Helped deliver a 360° branded commercial that generated more than six million Facebook views in its first week.

05 ORIGINAL IP

• TV Formats • Cartoon Series • Kids Shows • Game Shows • Family Entertainment Attractions

PAY ATTENTION!
Television Game Show
IN DEVELOPMENT

CREATOR

- Created an original game show turning everyday digital distractions into fast-paced, comedic, high-stakes competitions.
- Designed the format, gameplay mechanics, elimination rounds, memory challenges, and escalating prize structure.
- Developed a library of original games and authored treatments, format descriptions, and pitch materials.
- Collaborated with production partners and entertainment representatives on packaging and network presentations.

ZOOTOWN
Children's Television Series
IN DEVELOPMENT

CO-CREATOR · HEAD WRITER · STORY EDITOR

- Co-created an original television series for ages 4–9, combining live action, puppetry, and animation.
- Developed the characters, storylines, 11-minute format, and episodic structure.
- Led writing and story editing to shape narrative continuity and character development.

NightMara

Animated VR Series

2020–2024

CREATOR · WRITER · DIRECTOR

- Created the original characters, world, mythology, scripts, and ongoing narrative universe.
- Licensed the intellectual property to Meta and adapted it into three immersive animated episodes.
- Developed interactive story extensions and supplemental VR gameplay; the series surpassed one million cumulative views.

THE MEGA

Family Entertainment Center

2023–2026

CREATIVE DIRECTOR · ENTERTAINMENT CONCEPT & IP DEVELOPMENT

- Developed entertainment concepts for a proposed 74,000-square-foot location-based destination.
- Created and developed ARKADIA, an original multiplayer VR laser-tag concept with interactive gameplay, environmental effects, and haptic technology.
- Contributed original thematic environments, characters, guest experiences, and concepts for potential multi-location expansion.

ICE RACERS

Docu-Series

CREATOR · CASTING · EDITOR

- Created the series format.
- Found and recruited the on-camera talent and conducted their interviews.
- Edited the sizzle reel used to pitch the series.

Skip Film

Docu-Series, Reality TV & Promotional Materials

2013–2016

TELEVISION DEVELOPMENT PRODUCER

- Developed original scripted and unscripted TV ideas, treatments, formats, and network pitches.
- Collaborated with executive producers on program concepts, character development, and presentation materials.

06 IMMERSIVE CONTENT

- Virtual Reality
- 360° Video
- Interactive Experiences
- Location-Based Attractions

THE MEGA

Family Entertainment Center

2023–2025

CREATIVE DIRECTOR · IMMERSIVE EXPERIENCE DEVELOPMENT

- Led conceptual development of attractions for a proposed 74,000-square-foot immersive entertainment venue.
- Designed ARKADIA's multiplayer VR laser-tag experience around haptic vests, interactive weapons, wind and physical environmental effects.
- Researched hardware, vendors, technical systems, guest flow, and attraction feasibility through demonstrations and testing.

NightMara

Meta

2020–2024

CREATOR · DIRECTOR · VR ANIMATOR

- Created three immersive animated episodes for Meta's VR platform, using spatial staging and hand-painted VR animation.
- Personally posed and animated more than 90 characters across the series.
- Designed storytelling around the viewer's position in a three-dimensional world.
- Developed interactive extensions, including a VR treasure hunt; the series reached more than one million cumulative views.

STRIVR

Bank of America · TD Bank · PG&E

2023

WRITER · DIRECTOR, IMMERSIVE TRAINING

- Wrote and directed eight enterprise VR training experiences: four live-action 360° scenarios and four 3D-animated banking customer-service simulations.
- Designed narrative training scenarios and guided prototyping, production, and creative iteration.

Wonderworld VR

2016–2018

CREATIVE DIRECTOR · IMMERSIVE EXPERIENCES

- Developed 360° commercial content, VR installations, and interactive branded experiences.
- Directed volumetric capture and created headset/mobile user flows, experience concepts, and gameplay interactions.

Nickelodeon

Hollywood Headquarters 360° Tour

2017

DIRECTOR

- Directed a VR tour featuring Tom Kenny, overseeing immersive filming and project delivery.

McDonald's

360° Commercial

2016

VR CREATIVE PRODUCER

- Helped plan and deliver an immersive 360° brand commercial, which drew over six million Facebook views in one week.

ADDITIONAL EXPERIENCE

El Rey Network

ASSOCIATE PRODUCER · PRODUCTION COORDINATOR · CAMERA OPERATOR · 2014–2015

Worked on Robert Rodriguez's *The Director's Chair*, including episodes featuring:

- Quentin Tarantino
- Francis Ford Coppola
- Michael Mann
- Robert Zemeckis
- John Carpenter

Coordinated crews, equipment, travel and on-set logistics; supported behind-the-scenes production for *Matador*.

National Geographic

The Savage Line

ASSOCIATE PRODUCER · 2013–2014

Researched stories, sourced talent and filming locations, and supported unscripted television production.

SELECTED RECOGNITION

FanHeart Award '24 — Honorable Mention
Venice International Film Festival · NightMara

Festival selections — NightMara

- Venice International Film Festival '24
- Animasyros Film Festival '24
- Imagine Film Festival '24
- Zlín Film Festival '25

1M+ cumulative views — NightMara

6M+ Facebook views in one week — McDonald's 360° commercial

Hollywood Film Festival 2011 — Caged In, official selection

EDUCATION

University of Southern California

SCHOOL OF CINEMATIC ARTS
MARSHALL SCHOOL OF BUSINESS