

CARLOS ESTEFAN

Creative Producer & Scriptwriter · Creative Direction for Games, Animation & Branded Content

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SUMMARY

Creative producer and scriptwriter with 15+ years turning ideas into produced work across games, animation, comics and branded campaigns. I've written scripts from concept to final animation and game script for clients such as Adobe, DC Comics, Panini and Braskem, directed an interactive game from script to playtesting while reviewing storyboards and animatics with the production team, and spent nine years at MSP Estúdios shaping new IPs and training writers. I'm also the author of the Trilogia Gatilho comics trilogy, published in four countries with a German edition under contract, and one of three Brazilian creators invited by DC Comics to write for the Batman: The World anthology. Today at Panini Brasil, I review Marvel and DC titles, hold the quality line with external studios and write scripts for podcasts and videocasts. A background in advertising, visual design and UX gives me a sharp eye for static and visual work. I use AI tools (Claude, ChatGPT) daily for research, benchmarking and concept development. Fluent in English and Portuguese.

EXPERIENCE

Editor — Panini Brasil

June 2025 - Present · São Paulo

- Scripted 10+ podcast and videocast episodes, plus presentations, from concept to final script.
- Review 20+ Marvel and DC titles per month, giving structured feedback to 7 external studios to keep quality standards.
- Own the release schedule and delivery tracking for 80+ monthly publications, with 90%+ delivered according to the editorial plan.
- Co-develop the editorial plan and new launches, turning market trends and competitor releases into a prioritized release line.

Senior Content Developer & Creative Consultant — MSP Estúdios

July 2016 - June 2025 · São Paulo

- Shaped tone, worldbuilding and creative direction in the development of new IPs at Latin America's largest comics studio.
- Reviewed and critiqued writers' scripts, holding the editorial quality line, and designed training programs for new writers.
- Wrote content across comics, theme park attractions and branded experiences, adapting each concept to its format and audience.

Game Director & Narrative Designer — Agência VM2 | Mito Games

January 2014 - December 2021 · São Paulo

- Directed the game "O Mistério de Englishtown" from concept and script to production, team coordination and playtesting, iterating on player feedback.
- Reviewed storyboards and animatics with the production teams of "O Mistério de Englishtown" and "ProbOS", giving creative feedback through to the final version.
- Wrote interactive scripts for branded and educational games such as "ProbOS" (Braskem) and "O Mundo de Augusto" (Mito Games), aligning gameplay with brand and learning goals.

Creative Producer & Scriptwriter — Freelance

November 2012 - Present · São Paulo

- Wrote scripts for animated shorts, short films and video games, from concept to animation and shooting script.
- Developed creative concepts for Adobe, DC Comics, Panini, EnglishLive, Braskem and Mito Games.
- Invited by DC Comics to represent Brazil in Batman: The World (2021), an anthology with creators from 14 countries; wrote the Brazilian story, set in São Paulo, with Pedro Mauro (art) and Fabi Marques (colors).
- Led creative writing workshops, lectures and mentoring on story structure, concept generation and critique.

Graphic Designer & Illustrator — Freelance

September 2005 – June 2016 · São Paulo

- Produced static creative, social media assets and campaign visuals for agencies and brands including Four Propaganda, Agência VM2 and Europ Assistance.
- Created characters, mascots and comic illustrations for print and digital platforms, including work for MSP Estúdios and Editora A2.

EDUCATION

Bachelor's Degree in Social Communication, Advertising — ESAMC · 2004 – 2008

Google UX Design Specialization — Google

SKILLS

Creative Production · Scriptwriting · Creative Direction · Concept Development · Creative Briefs · Video & Animation Production · Storyboards & Animatics · Interactive Formats · Competitor Benchmarking · AI Tools · Storytelling · UX

LANGUAGES

Portuguese (Native) · English (Full Professional) · Italian (Limited Working)

AWARDS & NOMINATIONS

Angelo Agostini Award nominee, 2021 (Redenção) · HQ Mix Trophy nominee, 2013 (Jones, Inc.)

PUBLICATIONS

Batman: The World (DC Comics, 2021) · Trilogia Gatilho (published in Brazil, Italy, France and Belgium; German edition under contract) · Ópera Jones · Ambição Sem Volta