

Kristian Macchia

Creative Producer

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Summary

Creative producer and designer with more than two decades of experience in motion graphics, video editing, brand identity, and live-stream production. Co-founded and lead Scanline Heroes, a multi-show Twitch and YouTube channel, and currently design YouTube thumbnails for a four-show podcast network. Agency work for CBS, DreamWorks Animation, and New Line Cinema. Known for calm under pressure, clear collaboration, and carrying projects from first concept to final delivery.

Skills

- Creative Direction
- Brand Identity & Design
- Live Stream Production
- Motion Graphics & Animation
- Video Editing & Color
- Digital Storytelling
- UX Design & Wireframing
- Content Strategy
- Project Management

Software: Adobe Photoshop, Illustrator, After Effects, Premiere Pro & XD | Figma | DaVinci Resolve | Asana

Experience

Freelance YouTube Thumbnail Designer

July 2026 – Present

Westport Studios

Ongoing freelance thumbnail designer for a multi-show podcast network, creating on-brand YouTube thumbnails for The Application, Mastering ServiceTitan, Toolbox for the Trades, and AI for U.

- Delivered 25+ custom thumbnails in the first two months across four concurrent shows, each with its own color palette, typography system, and brand identity.
- Extract, color-correct, and composite guest photography from raw webcam and studio footage using Photoshop and DaVinci Resolve's color page.
- Apply current YouTube best practices (composition, text hierarchy, mobile legibility) to maximize click-through while keeping each show's visual identity consistent.
- Refine creative direction with the production lead through iterative client feedback rounds; manage intake, deliverables, and submission timelines in Asana.
- Handle contract invoicing and deliverable documentation independently as a freelance vendor.

Co-Founder & Creative Producer

June 2022 – Present

Scanline Heroes (Twitch & YouTube)

New York

Lead creative vision, content strategy, and brand development for a multi-show Twitch and YouTube channel built around retro gaming, digital storytelling, and live entertainment.

- Built the channel's visual identity, brand tone, and aesthetic; partnered with a designer on motion graphics, on-screen assets, and channel branding.
- Produce and direct multiple live shows and digital segments, managing content calendars, stream coordination, and technical production workflows.
- Write, host, edit, and animate video content in Premiere Pro and After Effects, blending creative storytelling with engaging on-screen presentation.
- Coach on-screen talent and content creators to sharpen their personal brands and storytelling within the Scanline Heroes lineup.
- Design new show formats and streaming strategies to improve audience retention, discoverability, and cross-platform engagement.

Digital Producer & Content Creator**October 2011 – Present**

Third Person, RetroSquat, Ronin Gaming & TooPunch

Online

Design, manage, and produce multimedia content, including interviews, reviews, live shows, and comedy and game-show series, across several independent YouTube channels.

- Conducted in-depth interviews with actors, directors, writers, and entertainers across film, television, and gaming for the Third Person review channel.
- Created RetroSquat's 80s/90s nostalgia programming, including the mashup series Classic Blend and the trivia game show Do You Even 80's Bro?
- Produced gameplay commentary and tutorials for Ronin Gaming and live-action comedy shorts for TooPunch.
- Partner with hosts, designers, and creative teams to raise storytelling and visual quality, and manage the editing (Premiere Pro), upload, and organization of video and podcast episodes.

Letter Carrier / Postal Associate**June 2006 – Present**

United States Postal Service

Deliver mail and parcels as a trusted, customer-facing representative for residents and businesses along the route, with 20 years of service.

- Sort and prepare mail by service type, priority, and destination to keep every delivery accurate and on schedule.
- Resolve customer inquiries and delivery concerns with clear, courteous communication, consistently meeting deadlines.

Editor, Graphic Artist, Animator & Script Writer**2004 – 2006**

BIG Creative Services, Inc.

Huntington, NY

Contributed to every phase of production, from concept and scripting through design, animation, and post, for broadcast and marketing campaigns at a fast-paced creative agency.

- Wrote copy and scripts for broadcast and digital content for clients including CBS (on-air talent and primetime shows) and American Airlines.
- Edited non-linear video in Final Cut Pro for marketing, advertising, and broadcast campaigns for New Line Cinema, DreamWorks Animation, and DIRECTV.
- Designed broadcast graphics and motion design in After Effects and Illustrator to a high visual standard with consistent brand alignment.

Freelance Designer & Animator**2000 – 2006**

KTM Graphics

New York City & Long Island, NY

*Led end-to-end creative direction and production for clients across web, mobile, and broadcast media, producing 3D animation, motion graphics, logos, and product imagery.***Education****Bachelor's Degree, Game Art and Design**, The Art Institute of Pittsburgh**Associate of Science, Digital Arts**, The Katharine Gibbs School**Certifications****Google UX Design Professional Certificate**, Coursera | 2021