SCENE 01 — CURRICULUM VITAE

Marco *Sorrentino*

CREATIVE DIRECTION & BRAND STRATEGY — VISUAL, VIDEO & AI



00:00:01:00

BASED IN
Cava de' Tirreni (SA), Italy
Working remotely, in Italy and worldwide

NATIONALITY
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SCENE 02 — ABOUT

I design brand identities and packaging that sell, and I bring AI into creative work without taking the craft out of it.

I started with a technical education: that is where my method comes from. Then came brands and packaging for food and beverage companies, art direction for festivals and publishers, and video editing. For twenty years I also photographed sailing and motorsport, which taught me framing and rhythm.

Today AI is part of my method: I use it to explore more directions and get there faster, but every choice stays mine. I work remotely with companies, agencies and cultural organisations, in Italy and worldwide.

Craft can't be automated.
It can be multiplied.

SCENE 03 — EXPERIENCE

2025 — PRESENT — Business Tools Manager · *Vyvo*

Brand design system; design, development and visual direction of corporate, marketing and sales enablement tools: presentations, explainer animations, videos and digital avatars; AI workflows for producing visual assets.

2024 — PRESENT — Creative director · *Associazione Nessuno e Centomila*

Identity and event design for Cava Book Festival, Castel di Carta, Short Film School Fest and Giocamath.

2022 — PRESENT — Editorial graphic designer · *1886 Publishing*

Book layout, covers, social kits and web content.

2012 — 2024 — Graphic, brand and packaging designer

From 2012 graphic and web design; then brand, rebranding, packaging design and private labels.

- 2022 — 2024 **Caffè Trucillo** — packaging design, with a focus on visual identity and structural design
- 2019 — 2022 **Podere dei Leoni** — brand, rebranding, packaging design, web design
- FROM 2018 **Teoremamediterraneo** — brand and packaging design, private labels, pre-press
- 2018 — 2019 **Nuceria Group** — graphic manager, sleeve and flexible division
- 2015 — 2019 **BNO Nutrition** — brand and packaging designer: rebranding, web design
- 2016 — 2018 **Inci-Flex** — graphic design and flexo pre-press for product packaging
- 2015 — 2016 **Mavigrafica** — graphic design and flexo pre-press for product packaging
- 2019 — 2022 **MEG Mercato Enogastronomico** — visual designer: brand design, corporate identity, marketing tools
- 2015 — 2019 **Naturalmentestampa** — graphic and packaging designer
- 2012 — 2019 **Stype Comunicazione** — graphic and web design

2005 — 2025 — Freelance sports photographer · *Sailing and motorsport*

National, European and world events; since 2008, drivers and teams at FIA, WSK and ACI Sport events.

1999 — 2012 — Technical design · *CAD, building services and architecture*

CAD/CAM design and responsibility for production, building sites, clients and suppliers.

- 2010 — 2011 **Lidan Sud Costruzioni** — consultant, head of CAD design
- 2009 — 2010 **Moma Elevator's** — administration and business coordination, lift systems, production
- 2008 — 2009 **Insirio (Rome)** — Autoplant Project Support for Technip Italy, piping, oil plant in Canada
- 2008 **Sequas (Rome)** — 2D/3D design of electrical, water and home-automation systems
- 2007 — 2008 **C.E.R. Campagna Energie Rinnovabili and CAEL (Rome)** — CAD design, production, coordination of operating staff
- 2000 — 2007 **Paravia Ascensori** — head of production and design, CAD/CAM, CNC department, building sites, tenders
- 1999 — 2000 **Architecture studio of Arch. C. Di Donato** — apprenticeship: systems and architectural drafting

SCENE 04 — WHAT I DO

What I do

Strategy and positioning

Who you are, who you serve and who you compete with, before anything gets designed.

Identity and packaging

Logos, brand systems and packs designed to sell, from graphics to structure.

AI for visual communication

Generative images and video inside the creative process, always art-directed and checked by hand.

Publishing and art direction

Books, magazines and identities for festivals and cultural events.

Video and motion

Editing, colour grading, short films and social content.

TOOLS

ADOBE	Illustrator, Photoshop, InDesign
PACKAGING AND 3D	Esko Studio, Esko Automation Engine, Boxshot 5, Blender, AutoCAD
VIDEO	DaVinci Resolve
DESIGN	Figma, Framer, Google Stitch, Canva
AI	Claude Design, ChatGPT, Google AI Studio, Leonardo.ai, Runway, Midjourney

LANGUAGES

Italian (native) · French · Portuguese · Spanish

STRENGTHS

Problem solving · Teamwork · Leadership · Project management · Logic · Creativity · Technique · Quality

INTERESTS

Art, culture, digital art, drawing, philosophy, philology, psychology, reading, photography, animals, nature, sport, travel

SCENE 05 — EDUCATION

Education

2026 — Claude Design & AI DesignOps specialisation

Vertical course on Claude Projects, Prompt Architecture, Artifacts and review procedures to turn briefs, copy and interfaces into orderly, production-ready design output.

2022 — Master in Packaging Design

Italian Design Institute (Milan) · Grade 9.9/10

History and evolution of packaging, the brand mark, communicating through packaging, restyling, shapes and materials, packaging and luxury, case history analysis, lettering, packaging and direct marketing, designing a pack, branding and brand value.

2022 — Naming and trademark protection

Canella Camaiora law firm (Milan) · Certificate of attendance

Distinctive signs, trademarks, brands and trends. Legal validity requirements for trademarks and novelty searches. Expressive marks. Designing brand identity: name, icon, slogan. Naming techniques. Avoiding the risk of commercial interference.

2022 — Image rights

Canella Camaiora law firm (Milan) · Certificate of attendance

Essential course on image rights.

2011 — Master in Graphic and Web Design

Scuolasì (Salerno)

Master in advertising graphics and web design.

2008 — PDS Microstation

Technip Italy (Rome) · Certificate of attendance

3D modelling course for piping design.

2008 — Autoplant 3D

Insirio SpA (Rome) · Certificate of attendance

3D modelling course for piping design.

2004 — Advanced AutoCAD 2D/3D course

(Salerno) · Certificate of attendance

Advanced course on AutoCAD for 2D/3D drawing.

2004 — Punch 5

Computes Srl — Niviano (Piacenza) · Certificate of attendance

Course on Punch 5 for CAD/CAM design for CNC machines.

2000 — AutoCAD 2000

Drawning CAD (Salerno) · Certificate of attendance · Grade: excellent

Basic AutoCAD 2000 course for CAD design.

1993 — Diploma in surveying

Technical Institute for Surveyors "L. Vanvitelli", Cava de' Tirreni (Salerno) · Grade 42/60