

CONTACTS

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COMPETENCIES

- Creative & Art Direction
- Immersive Storytelling
- Scientific Infographics
- AR UX/UI Design
- Concept & Prototyping

TOOLKIT

Design

Photoshop

Illustrator

InDesign

After Effects

Figma

3D

Cinema 4D

Blender

Interactive & Generative

Mattercraft

Lens Studio

TouchDesigner
(In-depth training / Prototyping)

EDUCATION

- University of Pavia
  Theoretical Philosophy
- Brera Academy of Fine Arts
  Fine Art / Painting
- British Council | Certificate
  in Advanced English (CAE)

Marco Emanuele Paternostro

Senior Art Director & Immersive Experience Designer

Senior Art Director combining visual artistry, scientific illustration precision, and immersive technologies. Over the past 10 years, I have led Augmented Reality campaigns for major global brands, translating complex briefs and data into high-impact visual experiences.
My understanding of creative coding allows me to bridge the gap between artistic vision and development teams.

2016 - Present

Senior Art Director / AR Creative Lead - Viewtoo

- Art direction and concept development for Augmented Reality experiences and Generative AI projects for clients including AC Milan, Barilla, Eni, Kia, Mediaworld, Thun, and Webuild.
- Full management of the creative pipeline: from initial concept and visual storytelling to UX/UI prototyping for AR environments.
- R&D on combining Artificial Intelligence and immersive communication to build innovative entertainment and infotainment formats.

2013 - 2018

Freelance - Illustration / Data Visualization / Motion graphic

- Concept and production of a monthly data visualization column for Focus magazine.
- Creation of animated video infographics and visual communication assets for public institutions and corporate clients (e.g., Barilla).

2008 - 2013

Art Director / Data Visualization / Motion graphic - Centimetri

- Head of R&D for Italy's leading editorial infographics agency.
- Design of data visualization systems and information graphics for major national daily newspapers, institutions, and corporate accounts.

1999 - 2008

Freelance - Information Designer & Illustrator

- Design and execution of hundreds of infographics, cover illustrations, and visual features for top publishing and scientific media outlets.
- Long-term, daily and weekly collaborations with the Scientific and Cultural desks at Corriere della Sera and 7 Magazine, as well as science magazines such as Focus and Quark.

1997 - 1999

Designer - SGA Wine Design

- Brand identity, packaging design, and marketing collateral for the wine and luxury sectors.

I authorize the processing of my personal data contained in this CV in accordance with Article 13 of the EU Regulation 2016/679 (GDPR).