



+ Patrizio Valente

I'm an **Art Director & Visual Designer** focused on building visual systems, brand experiences and narrative-driven communication across digital, spatial and motion design. Currently working with EssilorLuxottica's Corporate and Events teams, I develop creative directions for global campaigns, innovation storytelling and large-scale live experiences. My approach combines strategic thinking with strong visual execution, creating work that moves seamlessly across branding, motion, environments and emerging technologies. I've been exploring Generative AI as part of my creative process, not as a shortcut, but as a tool to expand visual languages, accelerate iteration and build new forms of storytelling.

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+ EXPERIENCES:

EssilorLuxottica
2024 – Present

Art Director & Visual Designer

Working across the Corporate Communication and Global Events teams, developing visual systems, campaigns and immersive brand experiences for one of the world's leading vision care and med-tech companies.

- // Corporate communication
- // Innovation storytelling
- // Internal campaigns
- // Global events and keynote experiences
- // Spatial communication systems
- // Motion and presentation design

Arkage
2025 – Present

Creative AI Educator & Mentor

Leading workshops and educational programs focused on the creative application of Generative AI across image-making, motion, visual storytelling and design workflows.

Arkage
2021 – Present

Art Director & Visual Designer

Developing integrated campaigns, visual identities and digital experiences across entertainment, retail and lifestyle brands. Worked across concept development, motion design, branding, social campaigns, experiential activations and UI systems, collaborating closely with creative teams, strategists and production departments.

Clients:
Universal Pictures, Carrefour, Original Marines, Milano Games Week & Cartoomics and more.

Clicmon
2020 – 2022

Visual & UI Designer

Led the design of the platform's visual identity, UI and digital experience across mobile and web. Worked on interaction systems, user flows and brand communication, contributing to both product design and launch strategy.

Shoboom
2018 – 2020

Junior Visual & UI Designer

Collaborated with the product and development teams on the design of the platform's UI/UX system across app and web experiences.

+ EDUCATION

2025 The Creative PI<AI>ground Lumonboy
Generative AI for Creativity

2023 Quasar Institute of Advanced Design
Bachelor Degree in Interaction Design & Media Arts

2019 Daniel Walter Scott Academy
User Experience Design Essentials

2019 IIS Guglielmo Marconi
High School Diploma in Information Technology

+ LANGUAGE

ITALIAN	Native
GERMAN	Native
ENGLISH	C1 Professional Proficiency

+ SKILLS

Art Direction, Visual Systems, Brand Identity ,Campaign Development, Concept Design, Visual Design, Motion Design, Spatial Communication, Presentation Design, UI Design, Generative AI Tools, Creative Prototyping, Agile Collaboration

+ SELECTED CLIENTS:

EssilorLuxottica / Universal Pictures / Nestlé / Eagle / Oakley / Ray-Ban / Carrefour / Fiera Milano