

ENNIO SORRENTINO

Communication & interaction designer



POLITECNICO
MILANO 1863



Personal data:

Name: Ennio Sorrentino

Birthday: 05/08/1997

Birthplace: Milano

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Qualifications:

- **2016**, High school degree at Liceo classico B. Cairoli, Vigevano

- **2019**, Bachelor's degree in communication design at Politecnico di Milano

- **2023**, Master degree in Digital Interaction design at Politecnico di Milano

Biography:

I was born in Milan, but I spent all my childhood and teenage in Vigevano, where I followed my study path until high school where I graduated in 2016. During last years I've been attending university classes at Politecnico di Milano, where I got my bachelor degree and I'm attending a master degree in Digital interaction design. I spent a few months in Germany as erasmus student at FHP-Potsdam, and i am currently working on my master thesis about Augmented Reality.

Theoretical Skills

User and Usability Studies

I can successfully apply the main methods and tools to run user studies; both qualitative and quantitative. I can map research insights through most common schemes and diagrams in particular i'm confident with:

- Focus groups
- Participated observation
- User Path & User Journey
- Emphaty map
- Surveys
- Shadowing
- Interviews
- Personas

Service Design & Service Analysis

I can analyze different kinds of services both in order to run competitive studies and to look for new service opportunities, according to the most common analysis tool such as:

- Business Model Canvas
- Value Proposition Canvas
- PEST & SWOT Analysis
- Service Blueprint
- Service Workflow
- Features Map
- Kano model
- System Map

Storytelling

Thanks also to my classical studies, I can use proper and evocative language, creating strong narratives supporting my projects; i'm particularly expert with the concepts of:

- Metaphors
- Narratives plots
- Astraction of meaning
- Symbols & rethorical figures

UX Design

I am perfectly able to turn insights and brief into design solution and to create valuable experiences which fit their purpose. I am particularly confident with:

- System architecture
- Activity Design
- A/B Testing
- Prototype realization
- Heuristic evaluation
- Wireframes
- Design mockups

Neuroscience & Cognitive science

I managed to get a good knowledge about the inconsious processes that leads our choiches and actions and i can turn them into design assets, i'm particularly informed about:

- Brain anatomy
- Emotion Theory
- Memory creation
- System 1 and 2
- Learning processes
- Neuro - Marketing
- Neural interfaces

Branding & Coordinate Image

During my studies I often faced the concept of "brand" how to define and decline it, both from a graphic and a rethoric point of view, being able to produce the following outputs:

- Brand positioning
- Core values
- Tone of Voice
- Brandbook
- Logotype design
- Web templates
- Print templates

Artificial Intelligence

I faced multiple the usage of AI in the design process. I have a good comprehension of the possibilities and limits of different AI tools and I know how to employ at best:

- Machine Learning
- Generative AI
- Evolutionary AI
- Rule based systems
- AI assistants
- Computer vision
- Nearest Neighbors
- Baesyan networks

Communication & Media Science

I had the chance to study in detail the different aspects behind communication and media consumption. I can effectively analyze communicative artifacts for what regards:

- New Media Studies
- Media Sociology
- Meaning theory
- Audience Studies
- Spreadability
- Media Psychology

Software Skills

Graphic Design & Video Editing



I have a strong competence with the most common graphic design and video editing softwares from adobe.

Prototyping tools



I can create interactive prototypes using different softwares, in particular: Adobe XD, Unity, Figma and Prototopia

Coding & Web development



I developed a good coding competence for front-end development and can write codes using different languages.

3D Modelling



I have a basic experience with Autodesk 3ds Max and Blender for what regards the development of 3D projects

Office Package



I can use efficiently the main softwares from the Office package for document creation, spreadsheet management, and presentation.

Augmented Realty



During my studies i got firstly fascinated with augmented reality strating to develop AR projects outside the classes. I had the cance to test different softwares, platforms, SDKs and Web Libraries to develop different applications. I can use various softwares efficiently and i have a good understanding of what it takes to create consistent AR experiences.

Linguistic skills

I've often demonstrated a good propension towards foreign languages and some good lessical skills allowing me to get myself understdod also with a limited vocabulary. I'm currently very fluent in English and i can speak some basics of German, but i would like to learn some other more (French and Spanish at first)



ENGLISH

Proficiency level: C1

Certification: C.A.E.

Achived:(may 2016)



ITALIAN

Proficiency level: Mother tongue

Certification: ""

Achived: ""

**GERMAN****Proficiency level:** B1**Certification:** Erasmus O.L.S. Certificate**Achived:** (August 2021)**LATIN & GREEK****Proficiency level:** Scholastic**Certification:** Higschool degree**Achived:** (Jluy 2016)

Working experiences

GRAPHIC DESIGNER for TEATROINCONTRO

Period: May 2017 - Present**Role:** Graphics & Scenography**For:** Cooperativa Teatroincontro, Vigevano (PV)

Job Description: Since i started studying Graphic design, i started halping my family's theatre company for what regards graphic advertising, posters and scenographies for the different plays of the company.

ELEMENTARY SCHOOL THEATHRE TEACHER

Period: January 2019 - June 2019**Role:** Theathre Teacher**For:** Scula Elementare di Lacchiarella (MI)

Job Description: During this short, but satisfying experience i had to meet eight classes of an elementary school (9-10 years old) running a weekly theathre workshop that was concluded with a final sage.

ART DIRECTOR for UGS

Period: July 2020 - August 2021**Role:** Communication director**For:** Unione dei Giovani di Sinistra (U.G.S.)

Job Description: During pandemics i encointered political communication, assisting the newborn Young Association from Sinistra Italiana, for which i had to form and lead a tema that widespread the themes relative to the association.

RESEARCH INTERNSHIP at D.O.S.

Period: November 2021 - April 2022

Role: Curricular Internship

For: Design Opens Spaces (D.O.S.).srl

Job Description: During my curricular internship I spent a few months at D.O.S. srl, a Strup realizing AR experiences. I had the chance to experiment with different softwares and SDKs to understand the technological assets available for the different projects.

USER TESTER at NOTOMIA

Period: June 2023 - January 2024

Role: Internship

For: Notomia.srl

Job Description: During the last months i covered the role of user tester at an IT company in Milan where I was encharged to find and report bugs. I got involved in projects regarding ChatGPT and Generative AI obtaining some strong prompt engeneering skills and a strong comprehension of the tools from Open AI.

Thanks for reading