MARCO SALERNO

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**Jewellery Concept and Cad Design • Product Development**

**QUALIFICATION SUMMARY**

Dynamic and results-driven professional presently taking up a Bachelor’s Degree in Fashion and Jewellery Design at Politecnico of Milan University. Armed with 4+ years of experience in jewellery concept and cad design, development, production, and brand marketing – adequately knowledgeable of various strategies to manage complete design conceptualization to delivery. Highly proficient in jewellery concept and CAD design, artisanal, bench, and industrial making techniques. Possess a 360-degree understanding of jewellery processes from start to finish (industrial and handmade) and expertise in creating an excellent design that is both producible and saleable. Highly motivated team player with the ability to work under pressure and to meet deadlines.

**CORE COMPETENCIES**

Design Development • Product Development • Strategic Brand Development • Visual Research • Design Presentation • Pricing & Gemmology • Industrial & Artisanal Making Techniques • Engraving, Wax Carving, & Enamelling • Stone Setting • Casting & Polishing • Sales & Marketing • Jewellery Concept • CAD design • 3D Printing Processes • Jewellery Making Techniques

**PROFESSIONAL Experience**

**Jewellery Designer (Freelance)**

**LIL MILAN**, Milan, Italy May 2022-Current

* Used own creativity, imagination, and technical knowledge in the concept and CAD design of high-end jewellery collection.
* Conducted visual and trend analysis and product development, technical specifications, and feasibility studies/reports.
* Utilized attention to detail and efficiency in presenting designs and reports to customers, buyers, team members, and suppliers.
* Drafted technical specifications and reports for manufacturing and researched and designed new manufacturing and 3D techniques.
* Successfully developed technical mechanisms for complex design;
* 3D printing management.

**Jewellery 3D CAD Designer/Product Development (Internship)**

**COSTANZO & RIZZETTO**, Valenza, Italy Mar 2021 – Jun 2021

* Used own creativity, imagination, and technical knowledge in the concept and CAD design of high-end jewellery.
* Conducted visual and trend analysis and product development, technical specifications, and feasibility studies/reports.
* Utilized attention to detail and efficiency in presenting designs and reports to customers, buyers, team members, and suppliers.

**Jewellery Designer/Jeweller (Full-Time)**

**ORAFO DOMINGO,** Bari, Italy Jun 2020 – Sep 2020

* Designed and crafted one-of-a-kind jewellery for private clients and developed concepts and designs in collaboration with clients.
* Selected and chose diamonds and coloured stones that complemented the design and budget.
* Used own creativity, imagination, and technical knowledge in designing jewellery that will attract the eyes of the clients.

**Jewellery Designer (Part-Time)**

**B.C. SERVIZI,** Arezzo, Italy Oct 2019 – May 2020

* Produced jewellery collections idea and CAD design in a collaborative environment utilizing Rhino, Matrix, and Z-brush, giving solutions that align with brand and production requirements.
* Drafted technical specifications and reports for manufacturing and researched and designed new manufacturing and 3D techniques.
* Researched and developed innovative and high-tech manufacturing and 3D processes to ensure a large production volume and superb product quality.
* Delivered designs and reports to customers, team members, and suppliers, constantly paying close attention to the smallest details and staying on schedule to meet deadlines set by the design team.

**Jewellery 3D CAD Designer/Product Development (Freelancer)**

 **O.M.A 27 Ar.,** Arezzo, Italy Feb 2020 – May 2020

* Created jewel sculptures, CAD designs, weighting and selected the optimal method for the whole production process using CAD designs.
* Utilized 3D printing to provide reports and feasibility studies for suppliers, bringing designs, prototypes, and manufacturing reports.
* Successfully developed a deconstruction and recomposition sculpture method to ensure a quick and beautiful detail-oriented manufacturing process.

**Bench Jeweler (Part-Time)**

**O.M.A 27 Ar.,** Arezzo, Italy Oct 2018 – May 2019

* Created fine jewellery using traditional and innovative techniques for the world's most renowned international jewellery brands adhering to the highest quality standards.
* Managed "tumbling departments," including using and managing vibrating and rotating tumblers, selecting and developing new abrasive materials with varying sizes and shapes, and laser welding.
* Developed new finishing techniques (bench and industrial) and tools to increase production volume, speed, and quality.

**Jewellery Designer (Internship)**

**ELLIUS JEWELRY S.R.L.,** Arezzo, Italy Feb 2019 – Apr 2019

* Oversaw jewelry design and developed detailed CAD designs. Engaged in 3D printing processes to get an accurate gauge on product look. Researched and identified new software and technologies to improve overall operations and processes.

**Jewellery/Accessories 3D CAD Designer, CNC Management, Quotes Management (Internship)**

**CORAL GOLD TECH,** Arezzo, Italy Mar 2018 – May 2018

* Jewellery and accessories concept design, created CAD/CAM design and manufactured jewels and high-end accessories for renowned worldwide companies.
* Controlled, operated, and managed CNC milling machines and electro-erosive machinery (EDM).
* Completed autonomy of the “estimate department" for productions, samplings, and the company's metals, alloys, consumables, and machining expenses.

**Education**

**BACHELOR DEGREE IN FASHION AND JEWELLERY DESIGN**, Politecnico of Milan University, Expected Graduation: Jun 2024

**Relevant Coursework:** Fashion and jewellery design, brand strategy and development, material science, applied mathematics.

**JEWELLERY DESIGN ONLINE COURSE**, UAL Central Saint Martin of London, May 2021 - Jun 2021

**Relevant Coursework**:Jewellery Design, Competitors and Visual Research; Design Presentation, Pricing & Gemmology

**SPECIALIZATION COURSE IN FINE JEWELLERY DESIGN AND MAKING TECHNIQUES**,” FOR.AL,” Valenza, Nov 2020 - Jul 2021

**Relevant Coursework**:Jewellery Concept and CAD Design, 3D Printing Processes (MJP, SLA, DLP, LCD Technologies), Jewellery Industrial and Artisanal Making Techniques, Chemistry Applied Jewellery Industry, Engraving, Wax Carving, Enamelling, Stone Setting, Casting, Polishing and Marketing Related to Jewellery Brands

**ERASMUS+ PROGRAM**, Soares Dos Reis School of Arts – Porto, Portugal, Jul 2021

**INTENSIVE INDIVIDUAL TRAINING COURSES**, L3D Academy, Nov 2019 - Apr 2021

**Relevant Coursework**:3 Basic and Advanced Courses: Rhinoceros, Matrix, and Z-Brush

**HIGH SCHOOL OF JEWELLERY DESIGN AND JEWELLERY MAKING TECHNIQUES**, Margaritone High School, 2015 - 2020

**Relevant Coursework**:Jewellery Concept, CAD Design, 3D Printing Processes, Jewellery (Traditional and Innovatives) Making Techniques, Jewellery Brand Marketing

***Certifications***: IELTS Certification, Overall Score 6.5, Reading 7.5, Listening 6.5, Speaking 6.0, Writing 5.5.

**AWARDS**

**Winner**, European Competition ‘’The Future Is Our Joy’’

* Exhibited jewel in London, Porto, Madrid, Volos, Thessaloniki and Volos.

**VOLUNTEERISM**

**Volunteer**, Calcit Cancer-Fighting Association, 2018 – 2019

**TECHNICAL & LANGUAGE SKILLS**

***Technology***: CAD Design with Rhino, Z-Brush and Matrix, Photoshop, Illustrator, InDesign, STL Slicers, 3D Printers, CNC Management, Microsoft Office, Social Media Platforms

***Languages***: Italian (Mother Tongue); English (B2 Advanced); Arabic (Basic)