

Marina Costanzo.


ART DIRECTOR & VISUAL DESIGNER

Chess player and visual culture enthusiast

Mexico / Remote — Open to travel

Dual nationality: Mexican & Italian

© 2026 Marina S. Costanzo Pesce

 +(52) 33 1194 6178

 marina_cost@hotmail.com

 marinacostanzo.com

 [@_marinacostanzo](https://www.instagram.com/_marinacostanzo)

 [@Marina.Costanzo.](https://www.facebook.com/@Marina.Costanzo)

[Portfolio \(Chess.com application\): \[PDF link\]](#)



**Art Director exploring
visual culture through
systems, symbols, and play**

Marina Costanzo is a Graphic Designer and Art Director specializing in visual culture, strategy, and brand storytelling. She has led creative projects for organizations such as Tecnológico de Monterrey, Grupo Bimbo, Marinela, Vidanta, Vivri, Mossimo, Qin—an Asian-Mexican restaurant chain—and the Zapopan Open WTA Tournament.

Her work spans visual identity systems, art direction, copywriting, and graphic design, from early concept development and naming to logotypes, registered trademarks, and certification marks applied across digital and physical platforms.

Marina has directed multidisciplinary teams including designers, illustrators, artists, and advertisers. Within Mexico's textile industry she contributed nearly 100 print designs for Mossimo.

More recently, she served as a consultant in the creation of certification marks for Fonnor A.C., developed with the Government of Jalisco and the United Nations Development Programme (UNDP), promoting sustainability and environmental responsibility.

She holds a Master's degree from Sapienza University of Rome in Visual Communication Management for Business and Service Institutions, and pursued advanced studies in Semiotics at the University of Bologna.

She studied under renowned designers including Domenic Lippa (Pentagram) and Sagi Haviv (Chermayeff & Geismar & Haviv).

Marina is particularly interested in the visual culture of chess, exploring the game as a space where strategy, psychology, and symbolic imagery converge.

VALUES

CURIOSITY

LEARNING

CHALLENGE

COMMUNITY

EMPATHY

PURPOSE

MEANING

CONTRIBUTION

COMPETENCE

EFFICIENCY

SELECTED WORKS
— ART DIRECTION

Americana Chess Tournament — Poster

This project reflects my interest in chess as a cultural system. Poster created for a community chess tournament in Colonia Americana, Guadalajara. The composition moves from black to red to white, suggesting chess as a process of tension, strategy, and transformation. The knight becomes the central protagonist within this visual progression.

Services
Art and Creative Direction



Torneo de Ajedrez Americana

Sábado 07 de Febrero
10:00 a.m.

Pedro Moreno 1104
Col. Americana

- Sistema Suizo, 5 rondas
- Ritmo: 10 Min. + 2 Seg.
- Evento Gratuito





Americana Chess Tournament — Poster

A conceptual poster imagining chess as a field of psychological tension and strategic movement.

Players become living pieces navigating the geometry and tension of the board.

Services

Art and Creative Direction



VIDAVID




VIDAVID

WINE CELLAR

VidaVid

VidaVid is a luxury wine cellar concept created for Vidanta Group, a collection of luxurious resorts and handcrafted vacation experiences set amidst Mexico's most breathtaking landscapes.

The genesis of VidaVid is rooted in a blend of innovative thinking and linguistic creativity. By melding Vidanta name with the evocative Spanish terms 'vid' (grapevine) and 'vida' (life), VidaVid was conceived, symbolizing a journey "from vine to vine" or "from life to life."



VIDAVID
WINE CELLAR

Services

Art and Creative Direction,
Visual Identity Program, Branding,
Stationery System

Client

Vidavid by Vidanta

Beyond the logo, the branding of VidaVid extends to every aspect of the wine cellar, including the upscale wine bar. Through meticulous attention to detail, we've crafted an atmosphere of elegance where clients can indulge in the finest wines from around the world.





In essence, VidaVid represents a celebration of taste, sensuality, and the art of fine winemaking. The project translates Vidanta's luxury hospitality into a refined visual identity.

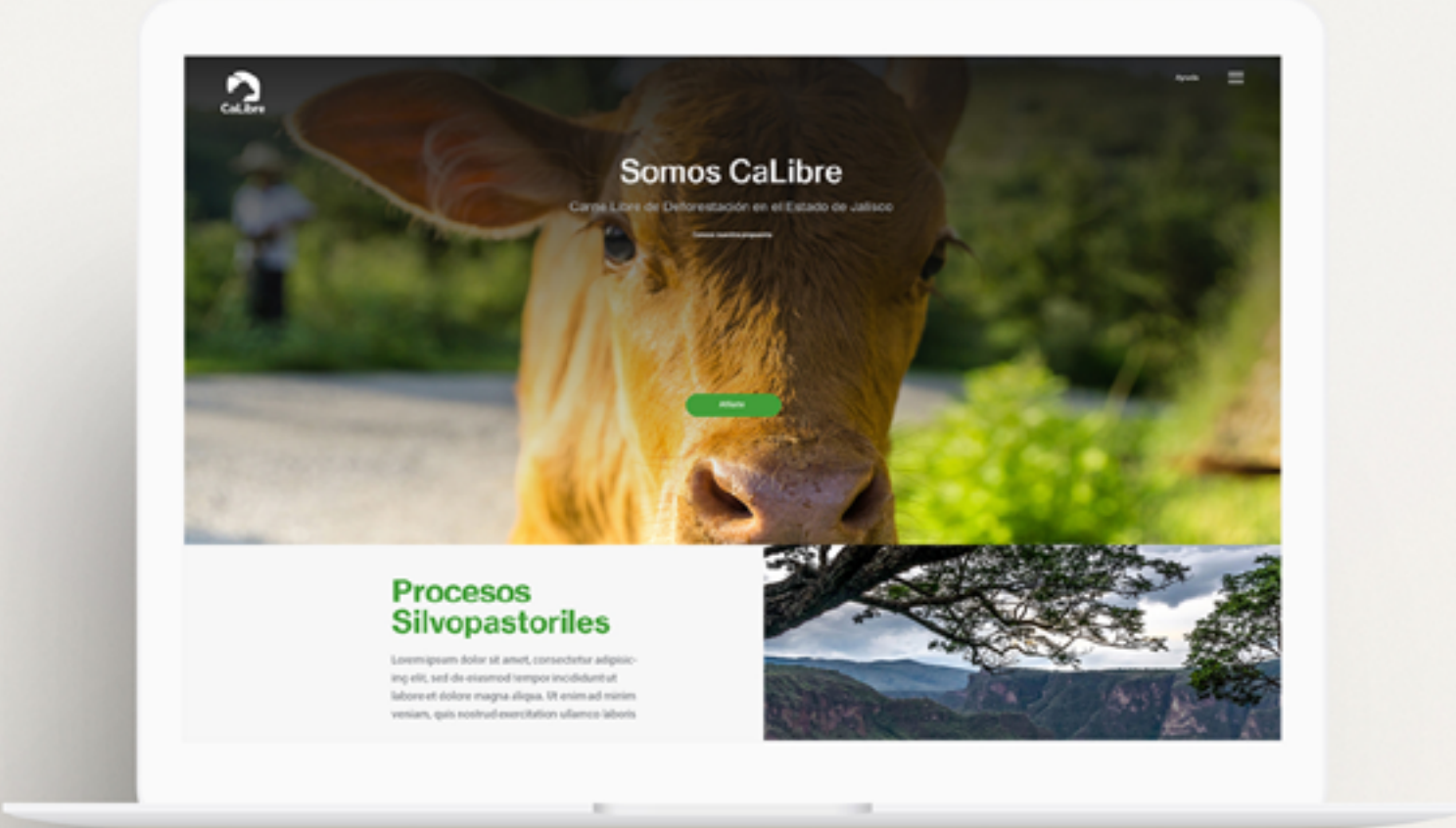
CaLibre

CaLibre

This initiative was developed with the United Nations Development Programme (UNDP), the Government of Jalisco, and Fonnor A.C., promoting deforestation-free meat production through a new certification mark.

Services
Art and Creative Direction, Naming, Visual Identity Program, Branding, Brand Guidelines, Web Design

Clients
United Nations Development Programme (PNUD), State of Jalisco, Fonnor, A.C.





The CaLibre symbol is a green leaf and a cow. At the same time, the leaf symbolizes a green footprint, to connote sustainability and a minor impact for the best conservation of the forests and jungles of the State of Jalisco by cattle. The CaLibre marking is a statement of responsibility and care.



About CaLibre

Cattle ranching in the state of Jalisco Mexico, practiced across over half of the state's territory, is a leading cause of deforestation and forest degradation. Between 2000 and 2015, approximately 232,403 hectares of forest were converted to grasslands.

The Norwegian Government channeled resources to finance actions that will achieve transformations that will accelerate and scale the reduction of deforestation, including the development of the route for the commercialization of deforestation-free meat.





SAUZA ABOGADOS

Sauza Abogados

Brand identity designed for Sauza Abogados, a law firm built on trust, solidity, and credibility. The typeface Neue Haas Black was customized by hand to convey strength and modern sophistication. The logo symbol to the right of the wordmark is a column representing the foundational principles of Roman law, reflecting the firm's commitment to justice and integrity.

Services

Visual identity Program, Art and Creative Direction, Branding, Web Design, Content

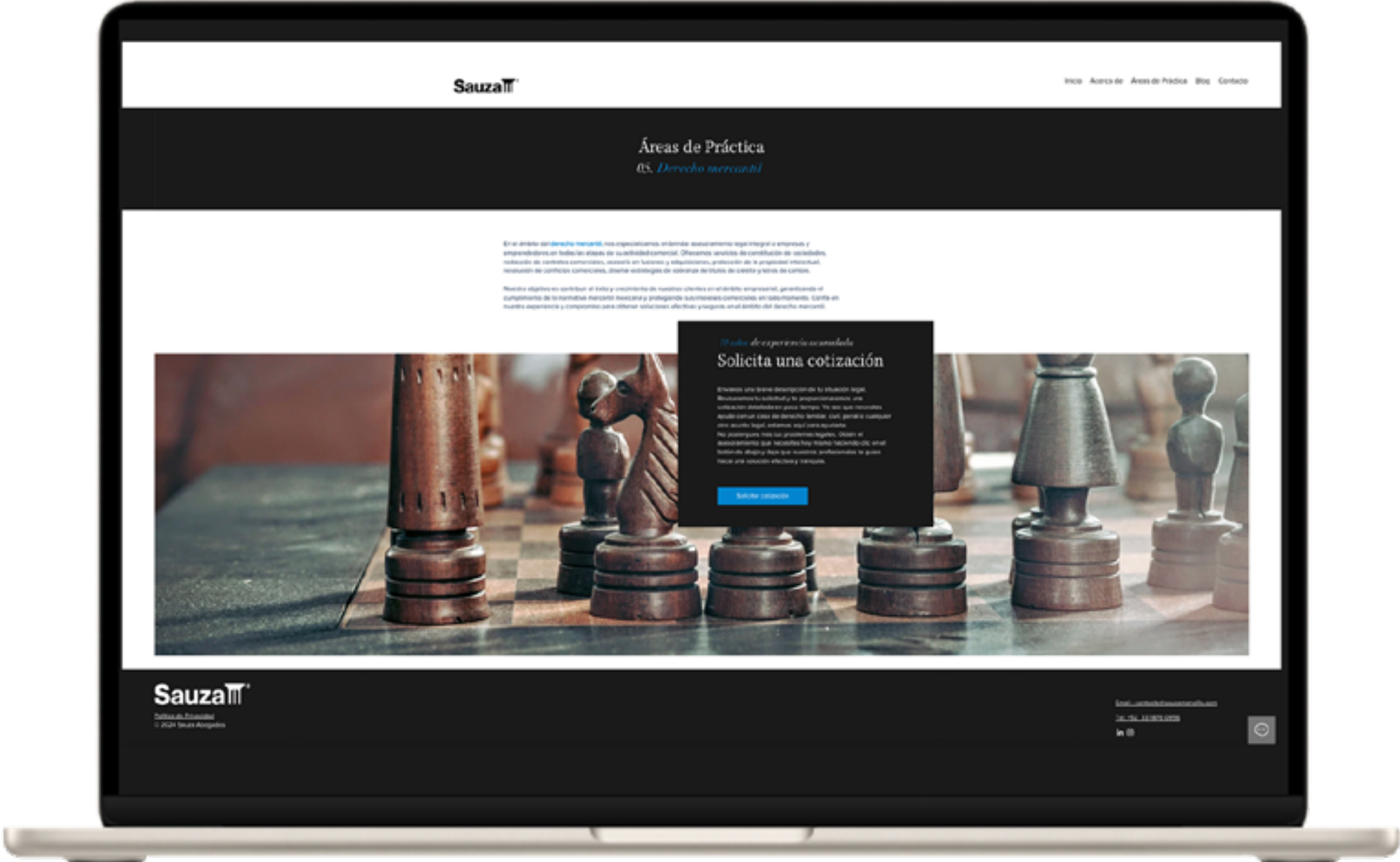
Client

Sauza Abogados



Web Design & Content Creation

The design prioritizes clarity and intuitive navigation while reinforcing the firm's credibility.



Color Palette

The color palette spans neutral shades such as Oxford gray, charcoal, black, and white, representing trustworthiness, reliability, and a steadfast dedication to excellence in legal representation.



VITTA

Vitta

Vitta is a superfoods brand created with premium ingredients from India, USA and Mexico. Its logo was inspired by a sunset by the sea, encapsulated within an egg shape. Reflecting the natural origins of their ingredients, the logo captures vitality, freshness, and wholesomeness. The color palette includes vibrant hues reminiscent of India's and Mexico's rich landscapes. The egg symbolizes the core of life, emphasizing nourishment, growth, and renewal.

Services

Art and Creative Direction, Branding & Identity, Web Design, Packaging, Stationery

Client

Vitta International







Bienvenidos a Vitta -
Nutrición Consciente,
la tienda online de
alimentos saludables
que te ofrece
superfoods como la
garcinia cambogia o
el hueso de aguacate,
colágeno y
multivitamínicos con
la mejor calidad en
sus ingredientes de
origen.

[Ver productos](#)



[¡Próximo a lanzarse!](#)



Conoce a Prís

¡Hola! Soy Prís Segura, Socia Fundadora de
Vitta - Nutrición Consciente. Nos pasamos

Vitta

We crafted a memorable branding and identity design that embodies Vitta and its values. The packaging utilized textures created through a blend of manual and digital techniques to symbolize the syncretism inherent in both Indian and Mexican cultures. Instead of rigid grids, we opted for torn paper magazine and watercolors to mirror Vitta's personality. The stationery designs were customized to meet business needs and empowered the staff to distinguish themselves from competitors with a unique visual appeal.



CASA YAUIK



Casa Yauik

Showcasing the branding for Casa Yauik, a skincare firm, we crafted a visual identity that reflects the artisanal nature of its products. The typography features a lightweight, high-contrast serif font paired with a sans-serif font to convey the dynamic activity of the house. The logotype symbol is a small branch with three rounded leaves, representing nature's bounty. All the collateral branding was initially made by hand to exalt the organic essence of the project.

Services

Art and Creative Direction,
Visual Identity Program, Branding,

Client

Casa Yauik



Packaging & Logotype

The logo emphasizes the 'handmade' nature of all its products. 'Yauik' is a Nahuatl word meaning 'purple.'

With essences like lavender and rosemary, they offer various personal care items such as soaps, shampoos, lotions, and even essences for dogs.

The graphic element at the top of the logo symbolizes the natural origin of the ingredients used in crafting each product.





Stationery & Packaging

We developed packaging and stationery items for Casa Yauik, a skincare brand crafted by hand. Our design focus centered around a plant-inspired logo, highlighting the brand's natural essence.

Each project represents a collaborative effort, resulting in visually stunning and effective designs that truly capture our clients' brand and message.



LINOKIDS

Linokids

The symbol of the Linokids brand is the titi monkey, a playful and endearing creature that embodies the essence of childhood joy and curiosity. Our creative journey commenced with the tactile artistry of handcrafted sketches and watercolors. The symbol underwent a process of distillation to refine its simplicity and enhance memorability with each edit.

Services

Art and Creative Direction,
Visual Identity Program, Branding,
Labeling, Packaging, Web Design
& Content Creation

Client

Linokids



Eventually, we decided to simplify further by using just three extremities instead of four, along with the tail. From these initial sketches emerged a visual identity that celebrates the beauty of nature and the charm of handmade craftsmanship. The titi monkey, with its expressive eyes and lively demeanor, serves as a timeless emblem of the brand's dedication to wholeheartedness.



We work with people, entrepreneurs and institutions of all types and sizes. We are proud to help each of our clients achieve their design and communication goals.



Values

Each piece has an embroidered message that speaks to the heart of what it means to grow up with purpose.



ANTIGUA CASA

Antigua Casa

We developed the Visual Identity Program for Antigua Casa, a furniture design and production project. Our aim was to capture the essence of Mexican craftsmanship and heritage that defines their products. With meticulous attention to detail, we crafted a visual identity that embodies the authenticity and artistry of Antigua Casa's furniture. We created several art collections that were adapted from decorative pieces into cushions for the living room.

Services

Art and Creative Direction,
Branding, Visual Identity Program,
Stationery System, Packaging,
Editorial Design

Client

Antigua Casa







Editorial

We embarked on side projects such as Coffee Table books, meticulously crafted from concept to showcase the rich biodiversity of Mexico. Our aim was to shift focus away from mere transactions and spotlight the diverse array of captivating flora and fauna endemic to Mexico.

These projects underwent phases like concept development, layout design, content curation, and final production.







Art & Design

The entire project honors tradition while embracing modernity, showcasing our dedication to design excellence and our admiration for the artistry of craftsmanship.




 +(52) 33 1194 6178

 marina_cost@hotmail.com

 www.marinacostanzo.com

 [@_marinacostanzo](https://www.instagram.com/_marinacostanzo)

 [@Marina_Costanzo](https://www.facebook.com/@Marina_Costanzo)