

Hi, I'm Luca Pontarelli, currently based in Chicago and working across North America and Europe.

Passionate in delivering creative soul crafting user-centered experiences through strategic design.

My practice bridges the gap between digital and physical worlds. Crafting brands and experiences that blend strategic storytelling with imagery, animation, typography, and handcrafted elements to deliver meaningful results.



Senior Designer
and Design Director

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Work	Education	Skills	Languages
Moving Brands, Remote Senior Designer 2022 - 2024	Type@Cooper Principles of Typeface Design 2020	Adobe Suite Figma Glyphs Blender	English, fluent Italian, mother tongue
VSA Partners, Chicago, IL Senior Designer 2019 - 2022	General Assembly UX Design 2016	Mac OS X, Microsoft Windows, GNU / Linux Basic HTML, CSS, JQuery Wordpress back-front end Google Workspace and Microsoft 365	
Jacobson Rost, Chicago, IL Art Director/Senior Designer 2014 - 2019	Università Europea del Design Graphic Design and Communication 2008 - 2011	Branding and identity systems Creative concept development Type design Animation Illustration Advertising Packaging Storyboarding Art direction Photography Team and project management Strategy UI/UX Hand Drawing	
Otherwise Inc, Chicago, IL Graphic Designer 2013 - 2014	Università degli Studi dell'Aquila Computer Science 2006 - 2008		
Various ad/design studios, Italy Graphic Designer 2011 - 2013			

Awards & Exhibits

2022 | Graphis | Silver Award Design Annual 2023
2022 | Typeforce 12 | Type exhibit | Chicago
2021 | About The Future | Video art exhibit | Campobasso
2020 | Society of Typographic Arts | Typeface design
2019 | Society of Typographic Arts | Branding and identity
2018 | United Adworkers | Branding and illustration
2016 | Exhibited Frequency | Video art exhibit | Isernia
2015 | Davey Awards | Wine labels
2014 | Meeting of Styles | Graffiti exhibit | Chicago
2009-2013 | Various art exhibits around Italy

Selected Clients

Google
AT&T
IBM
Hitachi
Microsoft
Wynn Resorts
Pepsico/Quaker
Molson Coors
Steelcase
Royal Enfield
Conagra Brands
Johnson Controls
Expo Chicago
Related Realty Chicago
W. K. Kellogg Foundation
University of Chicago