

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

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