

Luca Pontarelli / Web Designer

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lucaPontarelli.com



Skills & Languages

Hand drawing, Graffiti, Painting, Photography
Adobe suite (most PS, AI, ID, LR), InVision

Video editing

Office softwares

Mac OS X, Microsoft Windows, GNU / Linux,

HTML, CSS, JQuery, Wordpress back-front end

Italian, mother tongue
English, fluent

Education

2008
Two years at the University of L'Aquila, attending the degree course in computer science. Learning about personal computers, their hardware and the basics of object oriented programming languages (Java, C).

2011
Bachelor's degree in Graphic Design and Communication at the European University of Design in Pescara. During the three years there, I, among others, developed skills in photography, editorial design, packaging and creative thinking.

2012
Private lessons of web design and front end developing, focusing on HTML, CSS, JQuery, PHP and WP.

2016
UX Design course at General Assembly Chicago. Learned how to define a real life problem via various research techniques; to determine personas and user flows; to build competitors analysis; to identify and develop features prioritization and wireframes; and to generate high-res prototypes. It was an in-depth hands-on experience on completing an UX project from top to bottom.

Work Experience

09/2011 - 01/2013
Graphic and Web Designer
Studio Boomerang - Francavilla al Mare CH (ITA) / Codice - Pescara PE (ITA) / Main Adv - Pescara PE (ITA)

During the first two years out of college, I worked in different agencies, developing experience as a Graphic Designer in areas such as: print, packaging, digital advertising, video editing and PR.

I had the pleasure to learn from people with different backgrounds, and to work for clients such as Sport&Fitness Festival, Di Che Gusto Sei, 3G Comunicazione, Associazione Hotel Francavilla.

03/2013 - 01/2014
Graphic and Web Designer
Otherwise Inc - Chicago IL (USA)

Worked on print and web projects, such as identity, packaging, and web design, for clients such as Related Realty, Black Bison Water, Expo Chicago, University Of Chicago, WKKF, Salon Buzz.

I developed crucial skills by being involved in the entire creative process, from initial concept to final production.

02/2014 - 01/2017
Designer/Art Director
Jacobson Rost - Chicago, IL (USA)

I worked closely with a multidisciplinary team, from early brainstorming and conceptualizing the big idea, to developing art direction and execution.

Creatively challenged on web, print, and video campaigns for clients such as Miller Coors, Otterbox, Optima Batteries, JCI, Royal Enfield, Peroni, Leinenkugel's, Walter E Smithe, Monroe, Boss, Kalahari, Chamberlain College Of Nursing.

01/2017 - current
Senior Designer/AD
Jacobson Rost - Chicago, IL (USA)

I am leading the Design team, ensuring that my personal touch and knowledge are adding values to all the projects I'm involved in. One of my responsibilities that touches me the most is the opportunity to guide and teach younger designers. It is my goal to inspire and help them keep their passion alive. I believe that passion is essential for good designs. Selected clients are Steelcase, Miller Coors, Otterbox, Optima Batteries, JCI, Royal Enfield, Peroni, Leinenkugel's, Walter E Smithe, Rivian, Monroe, Boss, Kalahari, Chamberlain College Of Nursing.

Awards

2015 - OtterBox Alpha Glass - Video Telly Awards - Silver Award
Online Video/Commercial for Household Products/Packaged Goods

2015 - OtterBox Alpha Glass - Video Communicator Awards - Silver Award
Distinction in Online Video/Technology

2015 - Kalahari Wine Labels Design
Davey Awards - Gold Award
Design/Print
(Corporate Identity - Other)

2016 - Curiosos
Hand Picked Artwork
2018 - BOSS Old Man Winter
Milwaukee 99 Award - Illustration