PAULA DA PONTE

Graphic Designer and Illustrator

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🎨 pdapontea.myportfolio.com

LANGUAGES

- Spanish: Native
- English: C2 - Advanced
- French: A2 - Basic

SOFTWARES

- Adobe CC:
  - Ilustrator
  - Photoshop
  - InDesign
  - Acrobat
  - Premiere
- Canva
- Clip Studio Paint Pro
- Procreate
- Microsoft Office

SKILLS

- Graphic and editorial design
- Composition
- Branding and logos
- Color theory
- Print preparation and formatting
- Visual communication and development
- Character design
- Book Illustration

ABOUT ME

I'm a Peruvian illustrator and graphic designer based in Buenos Aires, Argentina. My work bridges traditional and digital techniques, blending expressive pencil textures with digital color and detail. I specialize in book illustration, editorial design, and character-driven storytelling. My creative practice also includes branding, logo design, visual development, and character concept art, where I focus on bringing stories to life through engaging, meaningful visuals. Passionate about collaboration, I enjoy contributing ideas and supporting projects that use art to inspire, educate, and connect with people of all ages.

EDUCATION

Bachelor's Degree - Illustration and Design

University of Palermo
GPA 9.8/10

- Graduated with honors and received over 16 university awards in Graphic Design, Editorial Design, and Illustration.
- Comprehensive training in Adobe Creative Cloud.
- Strong foundation in graphic design and editorial design
- Developed the ability to approach projects with an integrated perspective, combining artistic sensitivity, storytelling, and functionality.

WORK EXPERIENCE

2019 - Present
Freelance

Freelance Illustrator and Designer

I've worked mainly on commissions for independent clients, creating character designs, assets, posters, and visual development for small-scale projects. This has involved adapting my style to different needs and collaborating directly with clients to refine ideas and ensure the results match their creative vision.

2025
Guadal Publishing House / AFA

Ilustrator

Illustrator for the official coloring book of Argentina's national soccer team (AFA), in charge of illustrating and stylizing important figures such as Lionel Messi.

REFERENCES

Diego Vaisberg
Illustrator, graphic designer and founder of DGPH Studio
dgvaisberg@gmail.com

Pablo Battilana
Graphic Designer, co-founder and creative director at Penta Studio
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○ 2025
El Ateneo Publishing House

Ilustrator

Ilustrator for the romance novel *"Una Vuelta Más"* by Em Torres. I took part on both the interior illustrations and the design of the cover.

○ 2025
Thema Publishing House / Rojo & Negro Studio

Ilustrator

Ilustrator for the children's storybook "¡Es Mío!" by Isabel Menéndez, chosen for Peru's official school reading list of 2026.

○ 2023 - 2024
Independent Comic Project - "Loremakers"

Art Director & Illustrator

Led and formatted an independent webcomic: wrote, sketched, inked, and directed a team of three illustrators, as well as handling layout and pre-press preparation.

○ 2021
St. John's School

Graphic Designer

Official selected designer of the new house logos of St. John's School. Four crests were designed in total, which were used in new uniforms and flags.

CERTIFICATES AND DIPLOMAS

Visual Arts and High Level Literature Diploma

International Baccalaureate
Final grade of 34/43

Advanced Bilingual English Certification - C2

Cambridge University
Final grade of 200/210
Level 3 Certificate in ESOL International (Advanced)

AWARDS AND RECOGNITIONS

Academic Recognitions for Professional Production

University of Palermo - First Place in areas such as:
- *Graphic Design*
- *Book Illustration*
- *Visual Identity*

Open Show Awards for Illustration and Animation

University of Palermo - First Place in areas such as:
- *Color Script*
- *Character Design*
- *Visual Development*