

# LAURA MARÍA VIDARTE GÓMEZ

ILLUSTRATOR & VISUAL COMMUNICATION DESIGNER

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Cali, Colombia

## EDUCATION

**Pontificia Universidad Javeriana Cali** | July 2024 –

Expected September 2028

BA in Philosophy  
Aristotle Scholarship

**Pontificia Universidad Javeriana Cali** | August 2020 -

Expected September 2024

BA in Visual Communication Design (4.0 GPA)  
Honorary Mention for Best Graduation Thesis  
Minor in Editorial Design and Cultural Studies  
Magis Sin ICFES Scholarship (4 years straight)

**Alliance Française - Cali** | 2018-2022

French. Graduated with a B2 Diploma.

**Liceo Benalcazar** | 2006-2020

High School Diploma  
Valedictorian  
Academic Excellence Award

**Centro Cultural Colombo-Americano - Cali** | 2014-2018

English. Graduated with a C1 Diploma.

## EXPERIENCE

**BOOK AND PLAY STUDIO** | 2024; 202

*Freelance Illustrator and Design Intern*

Worked as a colorist for an edition of *Alice In Wonderland* by Lewis Carroll by Editorial Xilofono

Worked as a design intern for six months. Created editorial and content for clients like ICONTEC, Enlaza Colombia, Growers Hub Traders and Areandina. Worked as a penciller on a graphic novel proposal.

**PONTIFICIA UNIVERSIDAD JAVERIANA CALI** | 2022-2024

*Research and Teaching Assistant*

Worked as a teaching and research assistant to Fernando Arboleda, Juan David Mesa and Diego Bermúdez in their different projects. Helped students of the Visual Anthropology Course with design assignments.

**TALLER DE ANIK** | December 2023

*Freelance Graphic Designer*

Designed the 2024 calendar for the kindergarden El Taller de Anik

**EDUCAMBIO** | February 2021 - July 2021

*Illustrator*

Project: San Pacho, Colección Tribuga

Non-profit organization that donates school supplies to children in Colombia.

Chosen to illustrate for their notebook collection that celebrated the communities of the Pacific Coast.

Used Photoshop and Illustrator to illustrate and organize the cover

## GROUPS AND ORGANIZATIONS

**Semillero Sinapsis (VCD Research Group)**

Member | 2023 - Ongoing

Worked on the project PUJ 400 under the tutelage of Diego Bermúdez.

**Muestra de Corto Documental BORONDOC**

Audience Coordinator | 2023 – Ongoing

Designed and developed the brand identity for BORONDOC, a local short documentary festival

Designed and created media content.

**Anomalia Student Group**

Member (2021-2024)

Collaborated with the organization of events for VCD students.

## FEATURED WORKS

**Barrelhouse Magazine** (2024)

Short story “Cherry Ice Cream Girl” featured at Barrelhouse Magazine’s Latine Monsters Issue. Edited by Ofelia Montelongo.

**Revista Pasa La Voz** (2024, 2023, 2021)

Featured essay “All The Magic We Made: The Conjunction of Taylor Swift and Fan Culture” published by Revista Pasa La Voz

Editorial illustrations for “Una Mirada de Reflejos” by Juan Siuffi and “La violencia contra mujeres en la ciudad de Cali” by Daniela Zapata Calvache

**ITA Editorial** (2022)

Short story “Prudencia” featured in *La Hora Espectral* Anthology by ITA Editorial.

**Riveted by Simon Teen** (2021)

Featured illustration in the article *Our Favorite Fan Art from Chloe Gong’s These Violent Delights* by Morgan Maple.

## HONORS AND AWARDS

**28th Otto de Greiff National Contest, Universidad Nacional de Colombia** (2024)

BA Thesis nominated by PUJ in the category of Creativity and Expression in the Arts and Language.

**Pontificia Universidad Javeriana Cali** (2024)

Honorary Mention for Best Graduation Thesis (BA in Visual Communication Design)

**National Design Award RAD 2024, Academic Network of Design Colombia** (2024)

Nominated for Best Graduation Project in Design.

### **Taller RAD Social 2023, Academic Network of Design Colombia (2023)**

Honorary Mention for the project *Una Amistad en Miniatura*

### **Festival de Diseño del Pacífico (2023)**

Selected as Promising New Talent at the portfolio review.

### **Muestra de Cine Documental BORONDOC (2022)**

First Place in Best Short Documentary.

## **EXHIBITIONS AND TALKS**

### **International Virtual Forum of Graphic Design Research and Education, Universidad de Guadalajara (2024)**

Speaker at the Young Researchers Table with the talk *Spellbinding: Transmedia Storytelling for emerging YA Fantasy Authors*.

### **4th International Congress of Investigation in Design, Universidad Nacional de Colombia (2023)**

Virtual speaker at the congress with the talk *Spellbinding: Transmedia Storytelling for emerging YA Fantasy Authors*.

### **Taller RAD Social 2023, Academic Network of Design Colombia (2023)**

Speaker and featured as an academic poster on *Una Amistad en Miniatura*.

### **Festival de Diseño del Pacífico (2023)**

Speaker at the Promising New Talents Conference.

### **Festival de la Imagen 2023, Universidad de Caldas (2023)**

Featured at the exhibition *Salon Visual de Egresados y Estudiantes* with *Una Amistad en Miniatura*.

### **Expo 365, Visual Communication Design Program (2023)**

Featured at the exhibition *Expo 365* at Casa de Mono

## **SKILLS**

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe InDesign

Adobe XD

Microsoft Word, Excel and Power Point

Academic Research

Academic writing (Spanish and English)

Teaching

Interpersonal Relationships

Time Management

Teamwork

Sequential art

Creative writing

Copywriting