



SOFÍA  
MARTINA

DISEÑADORA GRÁFICA (UBA)  
& ILUSTRADORA  
sofamartina.com

*I worked as a designer in newspapers and magazines such as **Caras y Caretas** and **El Planeta Urbano**. In digital marketing agencies such as **Ads Factory** (Spain), **Eco's** (Uruguay) and **Une** (Argentina). As an illustrator I worked on the **Study Smarter** application (Germany), **Periodistas x el Planeta** and for the **National Institute of Music** (INAMU). I collaborated in **Barcelona** magazine and **El Planeta Urbano**. The rock band **Aterciopelados** (Colombia) and publishers such as **Ediciones Continente** and **Siglo XXI**. I currently work as a consultant at the **Unsam School of Humanities**.*

## WORK EXPERIENCE

**Currently:** Consultant at the School of Humanities of the University of San Martín.

**Clients:** Singapore communication, Nat-Tarot Nat-Astral, Martin Tummino, Patricia González López, Editorial Contramar, Makana communication (Argentina), Aterciopelados (Colombia), Rock & Joe (United States), Leident, JF Juegos, Vhon Mitchaell (Philippines), Terra stories (France).

### Previously:

**2020 - 2023** Makana Comunicación; brand design, branding and social networks.

**2021 - 2022** National Institute of Music; graphic design, social media, editorial and illustration.

**2020 - 2022** Continente Editions. Editorial design. Illustration.

**2021 - 2022** Eco's Agency (Uruguay) Branding and design for networks.

**2021** Ads Factory (Spain) in graphics for advertising in social media.

**2009 - 2018** October Group: Magazines Caras y Caretas, Alta, Diario Z, El Planeta Urbano and EPU - LA GUIA. Doing editorial design and layout.

**2008 - 2009** Working for Gama graphic studio realizing graphic and multimedia design systems for large companies such as SIMET and Bodegas Barale + Biurrun among others.

**2007 - 2008** Buenos Aires Herald. Application and control of the redesign of the newspaper.

**2006 - 2007** Head of the Art department of the Imperio G. Magazine Art direction and layout, graphic / editorial design and press and pre-press control.

**2003 - 2006** Working part-time in the design department of RENADE S.A. designing labels and embroidery for Stone Gbx and Prototype, among others.

## ILLUSTRATOR EXPERIENCE

**Currently:** Illustrating interior and book cover for Albatros editorial.

### Previously:

Illustrating and animating shorts for Proyecto Eco Eco (motion graphics).

Working as an Illustrator remotely at Study Smarter (Germany).

Periodistas x el Planeta as an illustrator and animated videos (motion graphics).

Illustrating characters for the Quota Law (INAMU).

Illustrating the image of the single "Hater" by the rock band Aterciopelados y Rockadencia.

Collaborating as a free-lance illustrator in Barcelona Magazine, El Planeta urban, Lectura de Verano, Almagro magazine and 27 magazine.

Cover and interior illustration of books: "Manual de gastronomía molecular" 1, by Koppmann, edited by Siglo XXI; "Tiki en Español" and "Tiki mugs, pociones formidables". by Martín Tummino, "Salud Holística y Reflexología" edited by Ediciones Continete. "El tipo que no podía suicidarse" by Lito Trobianni.

**Member of ADA Argentine Association of Illustrators.**

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## STUDIES COURSE SKILLS

**University studies Graphic Design career at fadu U.B.A. Graduated in 2008.**

**2009** Infodesing Seminar given by Prof. Dg. Esteban Javier Rico and Nicolás Pinkus.

**2009** Design and Business Seminar. Dictated by Patricia Jablonka on the cmd.

**2012** Graphic design clinic. Dictated by Alejandro Ros at the Center for Artistic Research.

**2021** Google Certificate; Search, Display and Analytics. Facebook Ads.

**Skills:** Mac and pc platform. Adobe package management; Illustrator, photoshop, Indesign, In-Copy, After Effects, Premiere. **Digital drawing with Wacom One tablet.** Illustration and design for print and screen format. Animated gifs for social media. Others: inshot, slack, asana, canva, figma, trello.

## COURSES AND WORKSHOPS

**January 2020** Digital illustration workshop with Paula Andrade organized by Wacom.

**July 2019** Narrative techniques for children's books with Natalia Méndez at Domestika.

**November 2019** Workshop "Illustrate poetry, versify image" by Horacio Cavallo and Matías Acosta at FILBA.

**2018 - 2019** Drawing workshop with Mariano Lucano.

**August 2018** Cartoon workshop with Power Paola.

**2016** Illustration with Silutra in Galería del Patio del Liceo.

**2016** Serigraphy and fanzine with Camila Torre Notari in La Calor.

**2014** Drawing and portrait with Sergio Kohan and Sergio Tosoratti.

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## PERSONAL PROJECTS

**Independently published fanzines:** The dinosaurs, A day like today, Trosko, Bad taste, La Jauría.

**2014** Illustrating stories and poetry by Pedro Antoniassi in Salchichón con Salmón <https://salchichon-consalmon.wordpress.com/>

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## COMPETITIONS EXHIBITIONS AND TALKS

**2022 - Current** Traveling exhibition of posters selected from the UNESCO Montevideo "Derecho a la ciencia" contest.

**April 2023** - Collective exhibition of the ADA Association of Cartoonists of Argentina at the Book Fair.

**August 2019** "Design your own monster" Creative drawing workshop for children at Cufre Cultural.

**April 2019** Talk about fanzines at Feria la Juana with Ricardo De Luca, Ivan Rinsky, Dandra and Mafia Ed.

**January 2018** Solo exhibition in Yauus.

**December 2017** Collective exhibition Mariano Lucano's workshop in Yauus.

**April 2012** Exhibiting at the Book Fair the work done in Sketches By Boz organized by the British Council. The show was curated by Mempho Giardinelli.

**November 2011** I participated in the illustration and writing workshop Sketches By Boz organized by the British Council, dictated by Richard Kelly and Woodrow Phoenix.

**March 2008** International exhibition of art and design in 10x10 cm format.

**March 2007** 1st PRIZE in the Poster contest for the cycle "Theater for justice". Organized by the Tadrón Cultural Center.

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## TEACHING

**December 2023** The new scientific illustration". Guest teacher in the Specialization in Communication, Management and Cultural Production of Science and Technology at the UNQ University of Quilmes.

**July 2023** Fanzin workshop in ADA space, Children's and Youth Book Fair

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## LANGUAGES

**English** Fluent oral and written. CUI (University Language Center - UBA) Level B2 - Perfecting.

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## PERSONAL INFORMATION

**Name:** Sofía Martina

**Age:** 43 años

**Nationality:** Argentina

**+54 11-5565-7852**

**www.sofiamartina.com**

**sofi.martina@gmail.com**

**Social media**

**fb** /sofiamartinadg

**ig** /sofi\_martina

**in** ar.linkedin.com/in/smartina

**youtube** user/sofiamartina