# Alberto Gobber

## born in 1986 in Italy, I am a design director based in Berlin.

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**Lucid.Studio, Berlin**

Jan 2018—May 2020
Creative Director

Jan 2016—Dec 2017
Senior Art Director

Jan 2012—Dec 2015
Art Director

Jan 2012—Dec 2015
Junior Design

Bachelor's degree in Industrial Design

Oct 2005—Nov 2008
IUAV, Venice

**Languages**

| | |
|---|---|
| Italian | mother |
| German | C2 |
| English | C2 |
| Spanish | C1 |

Skills

• Social, polite, friendly, great explanatory skills. Leader, responsible, inclusive.

• Deep knowledge of digital/print media ecosystems, languages, and software.

• Great analytical and organizational capabilities.

I am a designer with 12+ years experience in digital/print media. I focus on managing the creative growth of design projects from idea to results. I am a hands-on designer with great comunication and team-management skills. I live in Berlin, a city I have grown to love and respect for over 11 years. I am a passionate illustrator and love paper stuff. I bike to work.

Alberto
Gobber

| | |
|---|---|
| Born | 01.03.1986 in Schio (VI), Italy |
| Nationality | Italian, German |
| Contact | 0176 43446164 |
| | gobberino@gmail.com |
| | Thulestr. 10, 13189, Berlin |

## Experience

**Jan 2018—May 2020
Lucid.Studio, Berlin**

**Creative Director**

As creative director my focus is on developing and maintaining our company's visual identity, i lead creative discussion inside and outside the office with team members, clients or external partners. I am in charge of directing different creative personalities to efficient and successful results. I oversee the creative side of all projects while leaving freedom to the single art directors. I am involved in all new business discussions and have a deep knowledge of how the company processes work.

I advocate and push for more knowledge transfer between teams and focus on developing better, more efficient workflows.

**Jan 2016—Dec 2017
Lucid.Studio, Berlin**

**Senior Art Director**

As senior art director my focus was on concepting and leading the creative development of many long and intense digital projects, spanning several media formats, and ranging from corporate identity to interactive graphics, illustrations and digital tools for a wide audience of stakeholders.

I increasingly became involved in project management and direct communication with clients throughout the process, with the focus on content analysis and the scope to structure technical and design briefings.

I worked a lot on bridging the gap between programmers and designers, to ensure the flow of ideas in spite of the different languages, avoid common potholes, increase efficiency and satisfaction.

**Jan 2012—Dec 2015
Lucid.Studio, Berlin**

**Art Director**

During these 4 years at lucid i was involved from earlier on in the process of producing visual media. By taking part in business proposals, concept and technical pre meetings I learned the complete creative process and could lend insights throughout the development of the projects.

I lived first hand the abrupt focalisation on digital – particularly website and app – design by the industry: this was a period of quick change, confusion and steep learning curves.

My main job was leading the smaller projects; directing the designers, preparing the briefing, quality checking and the artistic direction. I was also involved in the bigger projects as part of the creative team, both on concepts and on the production level. I grew to have professional efficiency in indesign, Illustrator, Photoshop, CSS/SCSS, html, jquery—I learned the basics of how digital internet based applications work, and the framework they are in—I gained expertise in team management, managing and moderating meetings, pitch work and concepting—Most importantly I developed very good analysis skills for digital projects.

**Mar 2011—Dec 2011
Lucid.Studio, Berlin**

**Junior Design**

During my first 9 months at lucid i worked at producing different visual media: posters, infographics, animated videos, small layouts for print (up to 16 pp.)

**Jan 2010—Dec 2015
Freelance Graphic
Designer**

At the beginning of my career i worked with my network on smaller media oriented side-projects, ranging from graphic design for music productions to flyers for events and menus for gastronomy.

**Other**

- internship at Lagranja Design in Barcelona, Sep 2006—Dec 2006.
- multiple years of experience in the service business as waiter and bartender in bars, restaurants and for events.
- apprentice electrician on the film Alle Tage meines Lebens.

## Education

**Oct 2005—Nov 2008
IUAV, Venice**

**Bachelor's degree in
Industrial Design
(laurea)**

General:

- business administration, art history, history of design, art lab., mathematics, english, computer lab.

Occupational:

- Visual communication, product design, print technologies, webdesign, semiotics, modelling

Approved with a thesis on a pop-up book: 105/110

**Sep 2000—Jul 2005
ITIS Chilesotti,
Thiene (VI), Italy**

**High school diploma**

General

- Mathematics, Italian, Geography, History, Phys. Ed.

Occupational

- Systems, Electrotechnics, Electronics, Telecommunication, IT

Approved with a thesis on a digital radio: 95/100

**Other**

I lived in Valley Forge, Pennsylvania USA, from June 1994—July 1998 and attended regular public school.

## Skills

**Languages**

Understanding • Speaking • Writing

| | Understanding • Speaking • Writing |
|---|---|
| Italian | mother |
| English | C2 • C2 • C2 |
| German | C2 • C2 • C1 |
| Spanish | C2 • C1 • B2 |

**Communication skills**

- friendly and polite communication skills with strangers/clients, acquired during my early experience in gastronomy.
- great explanatory skills, especially when it comes to knowledge transfer, acquired through my experiences as art director.
- good communication skills to motivate and tackle problems with team members, acquired through my experience as creative director.

**Organisational / managerial skills**

- good skills in directing teams of different creative personalities to a common goal
- great organisational skills to structure content and processes, acquired during years of analysis and concepts for digital projects
- leadership (currently responsible for a team of 5)
- sense for responsibility and ownership, acquired with 5 years experience of decision making

**Job-related skills**

- great mentoring and knowledge-transfer skills acquired by systematically pushing for team members to deeply understand content
- good ability to create and implement creative assignments
- great overview of the complete development process, from concept to implementation and quality proof

**Digital skills**

- great command of unix based operating systems, with a strongpoint on MacOS, general knowledge of IDE for Android, BB and iOS
- theoretical knowledge of programming basics and IT infrastructure
- good knowledge of web-oriented languages, processes and implementation possibilites
- capacity to troubleshoot devices and or software problems
- capacity to organize my work processes digitally and to share them

Recent work

2019—WIDU

**GIZ**

**Concept, design and implementation**

WIDU is an online portal for business development between Africa and Germany. It aims to channel diaspora remittances to African businesses, which can then be subsidised by the German Government. Through workshops, stakeholder interviews, our expert-network and a comprehensive research on security risks and African culture, Lucid.Studio developed a digital strategy, from concept to design and implementation.

The focus of the branding is on a new interpretation of typical African visual elements. Culturally significant colors, a combination of a lively with a technical typeface as well as patterns—that are all based on the wifi symbol. The frontend design is inviting and communicates simplicity of use. The logo shows the Hoopoe, a migratory bird with known cultural significance from North Africa to North Europe and Asia.

Read the case study on medium if you want to learn more.

And visit widu.africa.

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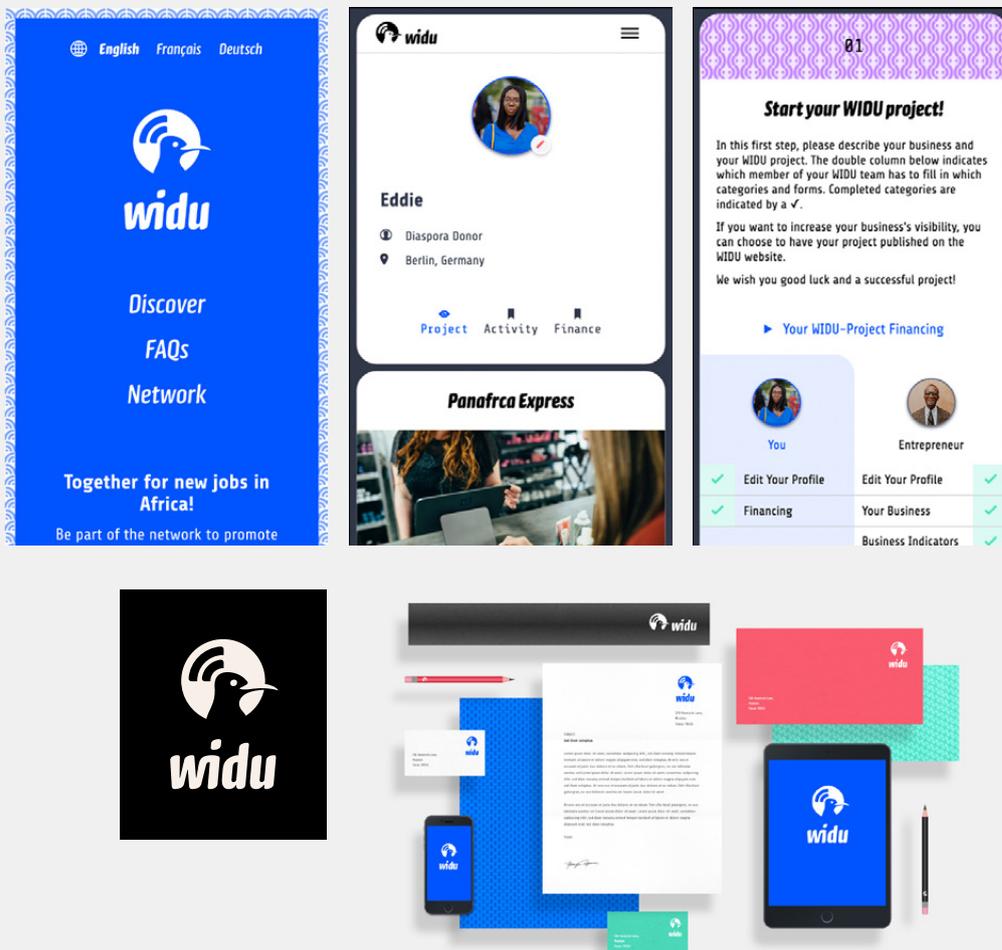
Recent work

2019—ocean archive

**TBA21-Academy**

**Concept, design**

Early in 2019 we partnered up with UserGroup and famous contemporary-art foundation TBA21 to help develop the ocean-archive.org. A platform where you can find images of baby turtles as well as scientific papers on water acidity, run by a community of artists, scientists and policy-makers that will grow this project into the go-to online resource for ocean-everything.
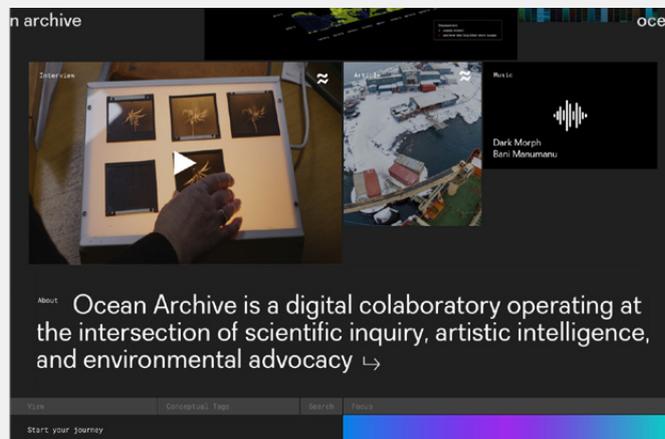
After a thorough research phase, we developed a concept that covered the acquisition protocol, the categorisation system, UI/UX and web design, as well as the branding and digital presence. The artistic direction chosen was to pursue a modern digital archive—the design is used to frame the content and exploit its beauty, to convey a general oceanographic feeling rather than covering it in lipstick.
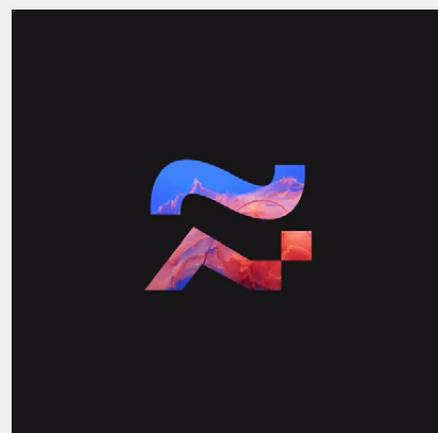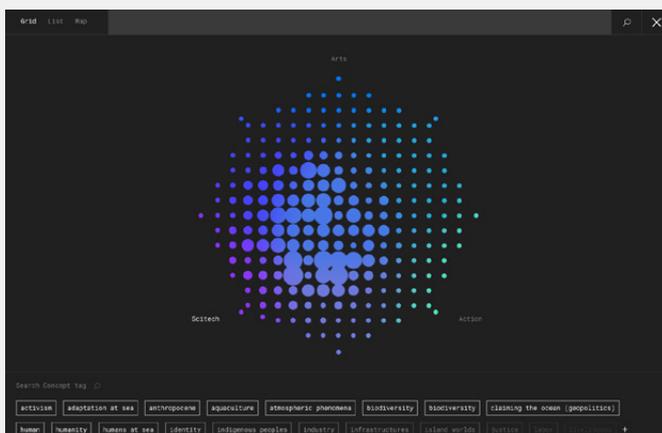
Read the case study on medium if you want to learn more.

And visit ocean-archive.org

Recent work

2019 — Lucid.Studio

**Lucid. Berlin GmbH**

**Corporate identity**

In an 18-month process we redefined the identity, positioning and brand of our 10 years old media agency. Through internal workshops, team member interviews and numerous excercises, we defined a value pyramid as well as working lines and a new mission and vision statement. With this groundwork covered, we then developed a new fresh and simple visual identity to relaunch our company.

Our »unbiased« approach to projects, with focus on understanding the content and forming solutions based upon it needed to be transmitted in our new identity. As a metaphor we were inspired by water, formless and adapting to its surroundings, as well as necessary for healthy life on our planet. This is translated in the stationary and webdesign, the logo, the reduced black and white color palette paired with the neutral looking typeface Brenner Sans. To complement the visual we chose a direct, positive language, which speaks directly to the user and reflects our international team culture.

Visit lucid.studio to find out more.
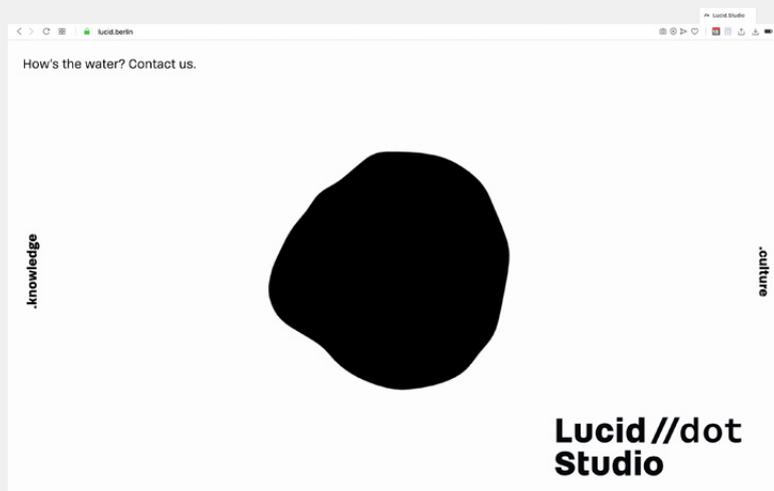
Recent work

2020—danielgottschalk.film

**go pictures GmbH**

**Website, stationaries and logo**

As a private side project I developed a website for cinematographer Daniel Gottschalk. Of particular interest is the CSS approach: I decided to develop a website using device-ratio media queries instead of device-width based ons.

This resulted in a completely new approach to thinking and structuring the design as well as the implementation. It was a confusing excercise at first but brought further understanding to my webdesign knowledge.

The Grilli Type typeface GT Pressura is used, which transmits a particular retro feeling which fits well with the client's passion for classic cars and analog film. The one-pager is styled very minimalistically.

Visit danielgottschalk.film to see more.