


## PERSONAL INFORMATION

## Alberto Gobber



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Sex Male | Date of birth 01/03/1986 | Nationality Italian, German

## WORK EXPERIENCE

01/01/2018–31/05/2020

**Creative director**

Lucid. Berlin, Berlin (Germany)

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.

01/01/2016–31/12/2017

**Senior art director**

Lucid. Berlin, Berlin (Germany)

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.

01/01/2012–31/12/2015

**Art director**

Lucid. Berlin, Berlin (Germany)

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.

Lucid started focusing on design for human rights actors and stakeholders, producing among many others:

- infographics
- animated/interactive infographics
- workflow/process graphics
- explanatory animation videos
- larger layouts for print (up to 200 pp.)
- websites
- mobile applications

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.

01/03/2011–31/12/2011

**Junior Design**

Lucid. Berlin, Berlin (Germany)

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.)

01/01/2010–31/12/2015

**Freelancer graphic designer**

Berlin (Germany)

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.

I also worked as assistant photographer for 12 months, and have minor experience as electrician and set designer on film productions.

01/06/2010–01/03/2011

**Waiter/waitress**

3 Schwestern, Berlin (Germany)

Waiter. Taking orders, serving orders, barman, cocktails, telephone reception.

01/07/2009–31/05/2010

**Waiter/waitress**

Gipfel Treff, Berlin (Germany)

Waiter in a café. Taking orders, serving orders, kitchen aid, coffee machine, cash register, supplies, cleaning.

EDUCATION AND TRAINING

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01/10/2005–15/11/2008

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

EQF level 6

IUAV, Venice (Italy)

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

01/09/2000–30/07/2005

**High school diploma**

EQF level 5

ITIS Chilesotti, Thiene -VI- (Italy)

General

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

Occupational

- Systems, Electrotechnics, Electronics, Telecommunication, IT

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

PERSONAL SKILLS

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Mother tongue(s)

Italian

Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
TOEFL					
German	C2	C2	C2	C2	C1
Spanish	C2	C2	C1	C1	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
 Common European Framework of Reference for Languages - Self-assessment grid

**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

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

- 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
- decent practical knowledge of simple IT languages
- advanced knowledge of web-oriented languages, processes and implementation possibilities
- capacity to troubleshoot devices and or software problems
- capacity to organize my work processes digitally and to share them

**Driving licence** B