

# Fabio Gervasoni

Flat 1, 22 Manor Road  
Beckenham, Kent BR3 5LE  
m: +44 077 2619 9774  
e: fabio.gervasoni@gmail.com  
w: www.ugerva.net

## ABOUT ME

I'm a graphic designer with over 15 years experience and key skills in art direction, mobile UI and UX, and a strong background in web design, editorial design and branding. I am friendly and reliable, highly motivated, good team player, with a genuine passion about everything design, technology and innovation. I have proven managerial and organisational skills, directing design projects from concept to delivery.

## EXPERIENCE

June 2015 – Present

### **Art Director – Global Blue (London-UK)**

I've been leading the in-house studio team, supporting the corporate identity and digital functions, working on Tax Free Shopping printed collateral for 44 countries, UX and UI for web and mobile, events, video production.

November 2014 – June 2015

### **Lead Visual Designer – Tesco Bank (London-UK)**

I have been the lead designer for Tesco Bank's PayQwiq digital wallet, responsible for the UI design of iOS and Android apps, website, emails and in-store training material.

August 2012 – June 2014

### **Head of Design - Somo (London-UK)**

I have lead a team of UI and UX designers in a fast-paced, global, full service agency. I've designed and art directed several mobile projects for clients like Audi, De Beers, Addison Lee, BP, Very.co.uk.

February 2012 – August 2012

### **Creative Director - Telegraph Media Group (London-UK)**

August 2010 – February 2012

### **Senior Digital Designer - Telegraph Media Group (London-UK)**

I have been working as a Senior Digital Designer and a Creative Director for the Telegraph's Marketing Department, dealing with the design and development of all online and print marketing and commerce activity (emails, display advertising, fantasy games, commercial microsites). I have been the lead designer for all Telegraph's brand campaigns (2012 Olympics, iPad app, Kindle, mobile apps, Subscriptions), Telegraph Fantasy Games.

## EXPERIENCE (CONT'D)

August 2007 – August 2010

### **Digital Designer - Telegraph Media Group (London-UK)**

I have been working with the Client Services' Web Production team dealing with the design and development of digital marketing campaigns, online promotions, rich media advertising, emails, microsites on telegraph.co.uk. I have designed and supervised every aspect of in-house and co-branded digital campaigns.

I have been the lead designer for the Telegraph iPhone apps in 2009/2010.

2005 – present

### **Graphic Design, Web Design freelance professional**

I have designed and developed websites, logotypes, leaflets, brochures, flyers, posters for a wide array of clients.

April 2000 – November 2006

### **Multimedia Designer - Studio Graffiti – INAREA (Rome – ITALY)**

I have been involved with the creative process, design and development of visual identities, websites, magazines, brochures, promotional videos.

April 1998 – December 1999

### **Production Editor - Panda Magazine – WWF ITALY (Rome – Italy)**

I have been responsible for the Panda Magazine's editorial office, coordinating all of the aspects involved in every issue's design and production.

## COMPUTER SKILLS

Proficient with Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere, Experience Design, Fireworks, Dreamweaver).

Good working knowledge of Apple Final Cut Pro X, Logic Pro X, HTML, CSS.

## EDUCATION

Aeronautical Skills Diploma (A-Levels equivalent)

Aviation Technical School

"Francesco De Pinedo" – Rome, Italy

## OTHER INTERESTS

Music, hi-fi, photography, cinema.

Drummer.

References available on request.