

Fabio Gervasoni

DIGITAL DESIGNER

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PERSONAL DETAILS

Nationality: Italian
Place of birth: Rome, Italy
Date of Birth: February 11, 1974

ABOUT ME

I am a friendly and reliable person, good team player, highly motivated, with a genuine passion about design and typography. I've gained a strong background in dealing with branding and brand guidelines with an excellent expertise in web design and production, user experience and usability, online advertising, along with a good working knowledge of motion design and print (including print production process). Proven organizational and managerial skills involving tutoring and managing junior and middleweight designers to achieve their objectives.

Looking to progress in my career in the digital design industry where I can refine my skills and contribute ideas to a forward thinking company.

EXPERIENCE

August 2010 – present

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

I have been working as the Senior Digital Designer for the Telegraph's Marketing Department, dealing with the design and development of all online marketing activity (emails, online advertising, fantasy games, commercial microsites). I'm the lead designer for the Telegraph Fantasy Games (Fantasy Football, Fantasy Cricket, Fantasy Racing, Fantasy Golf).

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 Telegraph iPhone apps in 2009/2010 (News v2, Formula 1 2009 and 2010, Jaguar Business Intelligence, Telegraph at the Majors), Telegraph Widgets (News, Premier League, Finance, Telegraph TV), Telegraph Shop. I've designed the logotypes of some of Telegraph's own brands (Fantasy Football, Fantasy Cricket, Crossword Society, Cluedup).

EXPERIENCE (cont'd)

2005 – present

Graphic Design, Web Design freelance professional

I have designed and developed websites, logotypes, leaflets, brochures, flyers, posters, working closely and contributing creative ideas with clients.

April 2000 – November 2006

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

I have been involved with the creative process and production of visual identities, websites, brochures, video presentations.

April 1998 – December 1999

Editorial Office coordinator - Panda Magazine – WWF ITALY (Rome – Italy)

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

COMPUTER SKILLS

Adobe Photoshop, Illustrator, Fireworks, Dreamweaver, Flash (intermediate Actionscript 2), HTML (working knowledge of HTML5), CSS, InDesign, Quark XPress, After Effects; Apple Final Cut Pro, DVD Studio Pro; Escenic Content Studio (CMS).

EDUCATION

Aeronautical Skills Diploma
Aviation Technical School
"Francesco De Pinedo" – Rome, Italy

OTHER INTERESTS

Music, hi-fi, movies, technology, photography. Drummer

References available on request