

# Fabio Gervasoni

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## ABOUT ME

I'm a graphic designer with over 20 years experience and key skills in art direction, editorial design, branding, UX and UI for web and mobile.  
I am friendly and reliable, highly motivated, good team player, with a genuine passion for everything design, technology and innovation.  
I have proven managerial and organisational skills, directing design projects from concept to delivery.

## EXPERIENCE

January 2020 – Present

### **Senior UX/UI Lead – HCL Software - HCL Digital Solutions (London – UK/Remote)**

I am one of the product design leads for HCL Software Digital Solutions, working to improve and constantly evolve the look and feel of the product portfolio, specifically HCL Sametime, Connections and Volt MX. Also contributing across teams to our in-house design system and design guidelines.

June 2015 – October 2019

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

I set up and managed the in-house Studio team, supporting marketing, sales and corporate communications, working on Tax Free Shopping print and digital collateral for 44 countries, UX and UI for different web and mobile products, events, video production as well as SHOP magazine, the lifestyle and shopping guide for Globe Shoppers.

July 2018

### **Guest Lecturer - State Academy of Fine Arts (Stuttgart – Germany)**

'Print vs Digital Design' - Communication Design (Prof. Marcus Wichmann)

November 2014 – June 2015

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

I was the lead designer for Tesco Bank's PayQwiq (Tesco Pay+) digital wallet, responsible for the UI design of iOS and Android apps, website, emails and in-store promotional and training material.

August 2012 – June 2014

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

I managed a team of UI and UX designers in a fast-paced, global, full service agency. I designed and art directed several mobile projects for clients like Audi, De Beers, Fidelity, British Council, National Trust, BBC, Addison Lee, BP, Very.co.uk.

## EXPERIENCE (CONT'D)

February 2012 – August 2012

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

August 2010 – February 2012

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

I worked as a Senior Digital Designer and Creative Director for the Telegraph's Marketing Department, dealing with the design of all online and print marketing and commerce activity (emails, display advertising, fantasy games, microsites).

I was the lead designer for all Telegraph's 2011 and 2012 brand campaigns (2012 Olympics, Kindle, mobile apps, Subscriptions, Fantasy Games).

August 2007 – August 2010

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

I worked 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 designed and supervised every aspect of in-house and co-branded digital campaigns.

I was the lead UI designer for the Telegraph iPhone apps in 2009/2010.

2005 – present

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

I 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 was involved with the creative process, design and production of visual identities, websites, magazines, brochures, promotional videos.

April 1998 – December 1999

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

I was 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 Pro, XD), Figma, Sketch.

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

## EDUCATION

Aeronautical Skills Diploma (A-Levels equivalent)

Aviation Technical School

"Francesco De Pinedo" – Rome, Italy

## OTHER INTERESTS

Music, hi-fi, photography, cinema.

Music production, drums, guitar.

References available on request.