

# Gabrielle Dobak

## ART DIRECTOR/CREATIVE DESIGNER

As an Art Director & Creative Designer with over 30 years of experience, I have worked on a wide spectrum of projects, leading & directing multi-disciplinary teams, for print, digital, themed environments, products and experiences. My passion for storytelling & design drives me to develop impactful visual concepts. I love the challenge of turning abstract ideas into tangible, compelling designs, visuals, products, and environments.



## PROFESSIONAL EXPERIENCE

since  
10/2023

### **FREELANCE | CREATIVE VISUAL DESIGNER**

09/2023  
-01/2012

### **ART DIRECTOR | CREATIVE LEAD**

One World Studio Ltd. Berlin

#### **CREATIVE DESIGN STUDIO- ATTRACTION & ENTERTAINMENT**

- Directed interdisciplinary teams as the creative lead & art director.
- Developed concepts, design thinking, & storylines from initial brief to completion.
- Liaised with clients, publishers, producers, suppliers, nationally & internationally.
- Ensured consistent adherence to CI, brand & design philosophy.
- Hands-on in all creative areas.
- Mentored & supported teams of up to 30 people, ensuring high levels of motivation & productivity.
- Collaborated closely with company directors, managing budgets & deadlines.

07/2011  
-06/2002

### **CO-FOUNDER | ART DIRECTOR | PROJECT MANAGER**

4ground Media Ltd. Berlin

#### **INTERACTIVE SOFTWARE FOR CHILDREN**

- Lead creation of 60+ interactive software productions.
- Art direction for 2D animators, programmers, audio producers, interactive scriptwriters.
- Designed, illustrated and oversaw UX/UI game design, from start to completion.
- Served as the primary contact for clients, publishers, and producers.
- Mentored teams, ensuring high quality production & motivation.
- Hands-on in screen design, 2D illustrations, graphic & game asset design.
- Maintained budgetary constraints & deadlines.

05/2002  
-05/1998

### **ART DIRECTOR | PROJECT MANAGER**

BVM / Morgen Studios Ltd. Berlin

#### **INTERACTIVE SOFTWARE FOR CHILDREN**

- Directed design teams: 2D animators, programmers, audio producers, interactive scriptwriters & screen designers.
- Responsible for UX/UI design & client liaison.
- Mentored teams, ensuring high motivation & project success.
- Hands-on in screen design, 2D illustration, graphic & game asset design.
- Managed projects from start to finish, meeting all deadlines.

## PROFESSIONAL EXPERIENCE cont.

04/1998  
-08/1997

### GRAPHIC DESIGNER | SCREEN DESIGNER

Deutsche Welle, Berlin

#### INTERNATIONAL BROADCASTER

- Designed graphics for the DW World News.
- Worked under tight deadlines, focusing on quality & visual communication.
- Collaborated closely with art directors and creative leads.

## EDUCATION/QUALIFICATIONS

06/2024  
-03/2024

Spiced Academy Berlin

#### CERTIFICATE IN UX/UI DESIGN

06/2011  
-04/2011

CIMdata Academy Berlin

#### CERTIFICATE IN DIGITAL DESIGN

07/1997  
-06/1996

CIMdata Academy Berlin

#### CERTIFICATE IN MULTIMEDIA

Screen Design & Concept

02/1982  
-02/1978

SA University of the Arts, Australia

#### BFA: BACHOLAR OF FINE ARTS

**MAJOR:** Photography, Painting, Illustration.

**MINOR:** Graphic Design, Printmaking, Art History, Art Theory

## AWARDS

TOMMI Nominated 2010

German Children's Software Prize

#### O!KAY! START WITH ENGLISH

GIGA MAUS 2008

Best children's educational programme for learning a foreign language:

#### O!Kay! CHRISTMAS DAY

GIGA MAUS 2007

Best children's game (age 4-6):

#### MAX TRAVELS BY BUS, TRAIN AND BOAT

TOMMI Award 2006

Special prize for Kindergarten & pre-school:

#### MAX TRAVELS BY BUS, TRAIN AND BOAT

## PROGRAMS/SKILLS

### 30+YEARS OF INDUSTRY EXPERIENCE ACROSS ALL DESIGN DISCIPLINES

#### Advanced in Adobe CS:

InDesign, Photoshop, Illustrator

**Proficient in:** Figma, WordPress, XHTML/CSS, Keynote, Power Point, Word, Excel, Asana, Midjourney AI, Miro, Notion, Excalidraw

- Creative Visual designer 3
- 30 years of experience.
- Leadership & team management.
- Bi-Lateral creative problem solving.
- Proactive listening & communication.
- Good team player & an all rounder.
- Eye for detail & always hands on.

## LANGUAGES

Native English Speaker

Fluent German

Conversational Italian

## HOBBIES

Writing and illustrating Children's Books, Photography, Creating.

## CONTACT

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Born in the UK



### ONLINE PORTFOLIO

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