

Gabrielle Dobak

ART DIRECTOR/CREATIVE DESIGNER

Art Director, Creative Designer with over 20 years of experience in creative direction, concept design, & project management across multimedia, interactive software, & entertainment industries. Proven track record of leading interdisciplinary teams, managing large-scale projects from concept to completion & ensuring alignment with brand identity. Adept in mentoring teams & maintaining high levels of team motivation and project success.



PROFESSIONAL EXPERIENCE

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 25 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, & illustrators.
- Designed 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: Painting, Photography, Illustration.
MINOR: Graphic Design, Printmaking, Art
History, Art Theory

PROGRAMS/SKILLS

20+ 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

- Illustrator with 30+ years of experience.
- Leadership & team management.
- Bi-Lateral creative problem solving.
- Proactive listening & communication.

AWARDS

2008

GIGA MAUS 2008
Best children's educational programme
for learning a foreign language:
O!Kay! CHRISTMAS DAY

2007

GIGA MAUS 2007
Best children's game (age 4-6):
MAX TRAVELS BY BUS, TRAIN AND BOAT

2006

TOMMI Award 2006
Special prize for Kindergarten & pre-school:
MAX TRAVELS BY BUS, TRAIN AND BOAT

2010

Nominated Productions 2010
German Children's Software Prize TOMMI
O!KAY! START WITH ENGLISH

LANGUAGES

Native English Speaker
Fluent German
Conversational Italian

CONTACT

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Berlin, Germany
Born in the UK

HOBBIES

Writing and illustrating Children's Books