

Gabrielle Dobak

ART DIRECTOR/CREATIVE DESIGNER

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Dynamic Creative Lead Designer with over 21 years of experience in leading interdisciplinary teams and driving innovative design projects. Proven expertise in art direction and creative leadership, managing budgets and deadlines while ensuring adherence to brand philosophy. Successfully produced over 60 interactive software projects, fostering high levels of motivation among teams of up to 30 individuals. Committed to delivering exceptional creative solutions that enhance client engagement and elevate brand presence.

WORK EXPERIENCE

10/2023 to present **FREELANCE | CREATIVE VISUAL DESIGNER**

01/2012-09/2023 **ART DIRECTOR | CREATIVE LEAD**

One World Studio Ltd. Berlin

CREATIVE DESIGN STUDIO- ATTRACTION & ENTERTAINMENT

- Directed interdisciplinary teams as the creative lead and art director.
- Conceptualised innovative design solutions and developed compelling storylines from initial brief to completion..
- Liaised with clients, publishers, producers, suppliers, nationally & internationally.
- Ensured consistent adherence to CI, brand & design philosophy.
- Engaged hands-on in all creative design areas to drive project success.
- Mentored & supported teams of up to 30 people, ensuring high levels of motivation & productivity.
- Collaborated closely with company directors, managing budgets & deadlines.

06/2002-07/2011 **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.

05/1998-05/2002 **ART DIRECTOR | PROJECT MANAGER**

BVM / Morgen Studios Ltd. Berlin

INTERACTIVE SOFTWARE FOR CHILDREN

- Directed design teams: 2D animators, programmers, audio producers, interactive scriptwriters, graphic and 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.

WORK EXPERIENCE cont.

- 08/1997-04/1998
- 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

- 02/1978-02/1982
- SA University of the Arts, Australia**
BFA: BACHELOR OF FINE ARTS
MAJOR: Photography, Painting, Illustration.
MINOR: Graphic Design, Printmaking, Art History, Art Theory

SKILLS

- Adobe CS:
InDesign, Photoshop, Illustrator
Figma
WordPress
XHTML, CSS
Keynote
Power Point
Word, Excel
Asana
Midjourney AI
Photography
Illustration
- Miro
Notion
Excalidraw
Graphic, Web & Screen Design
Concept, Ideation
Leadership, Mentoring
Team Management
Creative Problem Solving
Proactive listening
Communication
Team Player

LANGUAGES

- English (Native English Speaker)
- German (Fluent German)
- Italian (Conversational Italian)

CERTIFICATES

- 3/2025
- LEVEL 3 CERTIFICATE IN TEACHING ENGLISH AS A FOREIGN LANGAUGE**
The TELF Academy
- 06/2024
- CERTIFICATE IN UX/UI DESIGN**
Spiced Academy Berlin
- 06/2011
- CERTIFICATE IN DIGITAL DESIGN**
CIMdata Academy Berlin
- 07/1997
- CERTIFICATE IN MULTIMEDIA**
CIMdata Academy Berlin