



Personal Information & Contacts

E-mail: alessiogravinese@yahoo.it
Phone (Korea): [+82] 010-6275-9939
Digital Portfolio: www.floklo.com
Nationality: Italian
Visa Type: F-2 99 (Permanent)
Address: Currently living in Seoul

Languages

Italian: [Progress bar] Native
English: [Progress bar] Excellent
Korean: [Progress bar] Basic / Intermediate (TOPIK Lv. 2)

Work Experience

[01/2013 - present]

Senior Art Director / Brand design / Packaging / Creative

Leo Burnett Korea - Seoul, South Korea

- (Most recently) Involved in the realization of the Samsung Global Brand Guidelines and the Brand visual Identity website to help manage the VI review system.
Realized projects with Philip Morris Korea and International, and occasionally with brands such as Mc Donald's, FIAT, Cenovis and Coca Cola.
Managed and directed projects from the initial planning to the final phase (mockup production), dealing directly with clients and external contractors to discuss objectives and solutions, and present final layouts and ideas.
Creating new concepts, innovative and engagement ideas to better promote the client's products, finding the right solution based on the market's needs and on the latest trends and tech.

[01/2011 - 12/2012]

Junior Art Director

Gong Gong Studio - Seoul, South Korea

- Realization of the global advertising material / key visual for products of Samsung Electronics (i.e. Samsung Corby 2, Galaxy S, Galaxy Note, Galaxy Tab, Samsung Blue Earth).
Involved in brand image, realization of promotional material, posters and web site layout design.
Responsible for taking the initiative and supervising projects workflow from concept to delivery.

[10/2009 - 04/2010]

Packaging / Visual Designer

CD's Association - Seoul, South Korea

- Brand Design / Packaging Design for various food and beverage products of company such as Cantata, Pulmuone, Sonsoo and Lotte (i.e. LOTTE Hot6ix). / Re-design of the company's web-site and brochure.

[01/2005-12/2008]

Visual Designer

Studio Prodesign - Milan, Italy

- Worked with clients such as: SonyBmg, Universal Music, Warner, Atlantic and EMI / RCS / Extè.
Managed editorial, brand identity, publishing, and web design projects related to music, fashion and multimedia. Creating album's covers, booklet's layout, visual identities and also posters, cards, promotional gadgets and materials for press conference, videos and the graphic materials for concerts.

Education

[2010]

Korean Language (level 5)
Yonsei University - Korean Language institute

[2004-2008]

Master Degree - MA in Visual Communication Design
Politecnico di Milano - Milan Italy
Degree Thesis: METAFUTURISMO - Esplorazione progettuale sul dopodomani del movimento Futurista

[2005]

BA Multimedia, and MA Design
Erasmus Exchange program
University of Wales, Newport - Newport, UK

[2001-2004]

Bachelor Degree - BA in Visual Communication Design
Politecnico di Milano - Milan, Italy
Degree Thesis: SUCCEDE SEMPRE AGLI ALTRI - Communicate the Human Rights of Prisoners of War

Skills / Experties

Apple OSX		Creative Thinker	
Windows OS		Problem Solving	
Adobe Illustrator		Communication	
Adobe Photoshop		Project Management	
Adobe InDesign		Leadership	
HTML / CSS		Team Work	
Adobe Premiere		Fast Learner	
Microsoft Office		Strategic	

About Me

My name is Alessio Gravinese and I am a self-motivated and resourceful Italian creative with 14+ years experience in Italy and South Korea.

I am a graduate from the Polytechnic of Milan with a BA and an MA in Visual Communication Design. I got a deep passion in everything related to graphic, printing and design.

I believe in the power of creativity to communicate, to seduce and to sell.

Image is everything in a media-soaked world like ours, and that's where I come in: It's my job to successfully translate desired moods, messages, concepts and underdeveloped ideas into imagery, and to be sure to find the right strategy to meet the desired requirements.

I can oversee and manage the entire creative process from concept development to production and, when needed, deal directly with external vendors and agencies to out source projects.

I possess the ability to see the big picture and continually develop new and inspiring approaches to a brief and implement solutions. I have skills in problem solving and decision making, and I am willing to take on responsibilities and challenges.

I have been living in South Korea for the past few years, during which, i developed a deep knowledge of Korean lifestyle, culture, market and trends, still maintaining my foreigner background.

I am always looking for a new challenge, one which will make best use of my existing skills, but also give me the opportunity to improve my personal and professional development.