



Personal Information & Contacts

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 Nationality: Italian
 Visa Type: F-2 99 (Permanent)
 Address: Currently living in Seoul

Work Experience

[01/2013 - present]

Art Director / Designer

Leo Burnett Korea - Seoul, South Korea

I have been responsible for realizing visual ads mainly for Philip Morris; after a short period I started managing the development of cigarettes packaging design for the local and international market of brands such as Marlboro, Parliament, Virginia S, Lark and L&M. I have been in charge of many projects, from the initial planning to final phase, dealing with clients to discuss objectives and solutions, and present directly final layouts and ideas. In addition I took care of organizing mockup production of our designs, dealing directly with local vendors. I was also involved in various design projects for other clients such as Coca Cola, Mc Donald, Fiat and Cervois

[01/2011 - 12/2012]

Art Director

Gong Gong Studio - Seoul, South Korea

I managed the realization of the world wide advertising material for some of the most popular products of Samsung Electronics (i.e. Samsung Corby 2, Galaxy S, Galaxy Note, Galaxy Tab, Samsung Blue Earth). I was also involved in brand image, realization of promotional material, posters and web site layout design. I was 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

I have been working as an active member of the design team, realizing the graphics for various products of company such as Cantata, Pulmuone, Sonsoo and Lotte (i.e. LOTTE Hot6ix). Moreover I personally re-design the web-site of the company, and the company brochure.

[2005 to present]

Freelance Art Director / Designer

Floklo Design - Italy / South Korea

I developed brand identity, CD-art, corporate image and graphic materials for Korean and Italian clients, supervising and managing the entire creative process from the concept development to the final delivery and production. I communicated with external contractors and present final layouts to clients for approval. Most recently I have worked with the Italian restaurants (L'Angolo and 300 Degree), the coffee shop (The Pantry) and the beer lounge (Beerlogy).

[01/2005-12/2008]

Visual Designer

Studio Prodesign - Milan, Italy

I designed the graphic style for some of the most important music artists in Italy such as: Adriano Celentano, Jovanotti, Gianni Morandi, Laura Pausini, Renato Zero, Sandy Muller, Vasco Rossi, to name a few. I have worked with clients such as: RCS, Corriere della Sera, Extè, Sony Bmg Italia, Universal Music, Warner Music, Atlantic and EMI. The projects usually consisted of designing the cover for the album, the visual identity and the layout of the booklet, and in most cases, also involved creating posters, cards, promotional gadgets, press conference materials, videos and the graphic material for the concert. I also managed editorial, brand identity, publishing and corporate image projects related to music, fashion and multimedia.

Education

[2004-2008]

Master Degree - MA in Visual Communication Design

Politecnico di Milano - Milan Italy

Degree Thesis:

METAFUTURISMO - Esplorazione progettuale sul dopodomani del movimento Futurista

A project to communicate the Italian Artistic Movement "Futurism", in occasion of the 100th anniversary, February 2009.

[2005]

BA Multimedia, and MA Design

Erasmus Exchange

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

Designed an interactive CD-Rom to make the user gain an experience, and make him think about the real condition of life of a prisoner of war.

I was invited to present this project to the museum ISTORETO of Torino (Piemonte, Italy) in the occasion of the exhibition of the Human rights (October 2004).

Foreigner Studies

[2010]

Korean Language (level 5)

Yonsei University - Korean Language institute

[2001]

English Language

British Council Institute - Milan, Italy

Languages

Italian: Native

English: Excellent (TOEFL)

Korean: Basic / Intermediate (TOPIK Lv. 2)

Informatic Knowledge

Operating system: Apple OSX, Windows

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXpress, Macromedia Flash, Adobe Premiere, Apple FinalCut, Adobe After Effects, Microsoft Office (ECDL licence).

I can easily learn how to use new software in little time.

About Me

My name is Alessio Gravinese and I am a self-motivated and resourceful Italian Visual Designer / Art Director with 9+ 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 outsource 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 last 8 years, during which, I developed a deep knowledge of Korean lifestyle, culture and market, still maintaining my foreigner background and approach to life and work.

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.