

# Gerry LaBarbera

## Senior Brand Designer



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Senior Brand Designer with 9+ years of experience shaping bold, scalable brand systems and campaigns for global companies. I specialize in internal and external campaigns, versed in social, CRM, and product storytelling, combining design craft with systems thinking. With Just Eat Takeaway, I lead high visibility brand and sponsorship initiatives, drive a global templating program that reduces production time by 40%, and leverage modern tech to accelerate design innovation.

**Universiteit van Amsterdam**  
2020 – 2021 Masters Degree  
New Media and Digital Culture

+ *Instagram as a tool of activism and a space to occupy during the Black Lives Matter protests of 2020*  
+ *Siri Shortcuts*  
+ *Smoke Signals*

**Prague College**  
2013 – 2016 BA (Hons)  
Graphic Design  
First Class Honors (1.1)  
+ *Perception and Representation of Cities*

**University of Maryland**  
**Baltimore County**  
2009 – 2013 BA  
Cultural Anthropology  
Cum Laude, GPA 3.5/4.0

**Just Eat Takeaway**  
Senior Brand Designer  
July 2022 – Present

**Nomads Agency**  
Graphic designer  
April 2021 – July 2022

**VMLY&R PRG**  
Graphic designer  
Nov 2018 – July 2020

**Ernst & Young**  
Graphic designer  
Aug 2016 – Nov 2018

**Tony Matthews**  
JET – Head of Studio

**Amy Alter**  
Nomads – Project Director

**Evan Boesenber**  
VMLY&R – Head of Digital

**Robyn Drag**  
EY – CESA Brand Lead

**Colin Lamberton**  
Fallon – Creative Director

**Ronnie Younts**  
YDI – Creative Director

I lead campaigns and visual systems across all JET markets, developing frameworks that help our studio scale efficiently. I oversee brand campaigns spanning social, CRM, paid, OOH, and digital surfaces, translating sponsorships and partnerships into high-impact visual systems. I guide projects from concept to rollout, aligning creative direction with growth objectives and audience engagement. I use AI-assisted tools for concept exploration, visual direction testing, and scalable production. I mentor designers and freelancers to deliver work within the systems I build. In 2025, I co-led a global templating initiative that reduced local production time by 40% while delivering hundreds of assets across markets.

I designed and delivered integrated marketing campaigns for international clients, including HOYA and Air France KLM Cargo, producing visually compelling assets for both digital and print media. My work included social media graphics, website visuals, and product-focused content aimed at strengthening brand communication and engagement. Additionally, I contributed to packaging design and internal branding initiatives, ensuring cohesive messaging across all customer touchpoints. I worked closely with stakeholders to develop creative solutions tailored to each brand's identity and business goals.

I created digital and print assets for leading brands such as Volvo, Bata, Danone, and Activia, developing campaigns that spanned social media, in-store displays, and packaging. My role involved adapting global campaigns to European markets, ensuring localization while maintaining brand integrity. I designed seasonal promotional materials and worked on branding initiatives that enhanced consumer engagement and brand recognition.

I developed a wide range of branded materials, including corporate reports, executive presentations, and marketing collateral, for EY's CESA region, covering 31 countries. I collaborated with internal teams to ensure brand consistency across digital and print communications, refining visual strategies to align with EY's corporate identity. I also provided creative direction and consultation on high-visibility projects, helping teams elevate their visual storytelling.

I contributed to the development of multi-platform marketing campaigns for international brands, focusing on social media content, digital advertising, and motion graphics. I collaborated with creative teams to produce high-quality campaign visuals, including brand identity concepts and advertising materials for Skoda Auto. My work involved translating client briefs into compelling, audience-driven visual solutions.

I worked on environmental branding, signage, and wayfinding projects for major stadiums and public venues, developing visual concepts that improved user navigation and brand presence. Additionally, I contributed to branding and identity development, refining design elements to create a strong, cohesive visual identity for clients across various industries.