

Gerry LaBarbera
Designer



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Permitted to work in
US, CA, and EU.

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 designer
July 2022 – Present

Creating and localising visual campaigns in digital and print formats across all JET markets. In 2022, I designed the ongoing co-sponsorship stylisation and visual guidance between JET and UEFA, and further refreshing it in 2025. I also design the company’s presence within the LGBTQIA+ community and related pride initiatives, such as the pride truck (Berlin) and pride boat (AMS).

Nomads Agency
Graphic designer
April 2021 – July 2022

Branding and marketing designer for various international clients such as HOYA, Air France/ KLM Cargo, and more, working on both digital and print B2B and B2C campaign solutions. Projects for these clients included annual reports, global all hands presentations, packaging, product films, product sales literature, internal platform identities, and seasonal advertising campaigns.

VMLY&R PRG
Graphic designer
Nov 2018 – July 2020

Conception and designer of campaigns, social media columns, POS and event materials for multiple regional clients including Volvo, Bata, Activia, and Danone across the Czech and European market. I delivered marketing media, branding campaigns, and packaging solutions localised in language and content.

Ernst & Young
Graphic designer
Aug 2016 – Nov 2018

Graphic designer and communication writer for EY CESA Region’s 31 countries. Duties included creating visual concepts and deliverables for marketing campaigns, quantitative reports, globalised presentations, as well as engagement materials throughout the offices in the CESA Region, and acting as a brand consultant in the usage of EY’s visual identity.

Tony Matthews
JET – Head of Studio

Amy Alter
Nomads – Project Director

Evan Boesenberg
VMLY&R – Head of Digital

Robyn Drag
EY – CESA Brand Lead

Colin Lamberton
Fallon – Creative Director

Ronnie Younts
YDI – Creative Director

Fallon Agency
Junior designer
April 2016 – Aug 2016

I worked as a temporary designer / art director in the creative department for 3 months before accepting an extended offer for the duration of the summer of 2016. I developed concepts for international brands, answering briefs for TV spots, social media material, identity, and other advertising venues. Many projects involved the largest client, Skoda Auto, and the release of their newest model, the Kodiaq.

Younts Design Inc.
Junior designer
June 2015 – Sept 2015

YDI is an environmental design firm, renowned for it’s work in the top baseball stadiums across the US. I worked at YDI on environmental design projects, signage, wayfaring, as well as 3 visual identity projects.