

248.345.6817
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JOSEPH GABRY

Innovative design is my passion. Creative solutions are my obsession. I aim to exceed the client's objectives and provide meaningful experiences to the consumer.

DESIGNER

ITW Head of Commercial Design
www.itw.com July 2021 - Present

- Responsible for a complete brand overhaul for ITW's automotive segment. Creating consistent branding and messaging across all marketing materials and endeavors

SPARKS Designer
www.wearsparks.com November 2018 - July 2021

- Designed and delivered thoughtful learning opportunities, rich interactions, and memorable experiences for a diverse range of clients
- Emphasis on understanding and strengthening the brand, telling the brand story through the correct channels

IMAGINATION 2D Creative Director
www.imagination.com July 2012 - November 2018

- Collaborated with and lead multi-disciplinary teams on a global scale to deliver award-winning brand experiences for Ford Motor Company
- Strengthened my ability to think conceptually and communicate creative strategies across a broad range of disciplines, including advertising, branding, strategy, digital, exhibition, experiential, retail and marketing

WARRIOR SPORTS Designer
www.warrior.com July 2006 - December 2009

- Designed and managed projects from concept phase to sales samples
- Gained extensive knowledge of new emerging materials and manufacturing processes
- Forecasted design and color trends within the sporting goods industry
- Maintained excellent communication skills with fellow designers, engineers, product developers, and overseas staff

TEACHER

WAYNE STATE UNIVERSITY Adjunct Instructor
www.wayne.edu January 2018 - Present

- Guiding students to better understand the design process
- Mentor in ethnographic research, participatory design, and other unique methods to empathize, collaborate, and test. To formulate a design strategy that delivers a successful human centric design
- Teaching advanced techniques in the presentation of design solutions

FREELANCER

LAKE EFFECT DESIGN, LLC Freelance Designer
www.jgabry.com January 2010 - Present

- Completed a variety of successful projects in branding, digital, experiential, graphic, industrial design and social media
- Proven track record of increasing revenues through branding and design

EDUCATION

THE OHIO STATE UNIVERSITY
Winter 1999 - Spring 2001
Bachelor of Science in Industrial Design

PATENTS

HELMET
United States USD733972 S1
Issued July 2015

PROTECTIVE GLOVE ELEMENTS
United States US8191174
Issued June 2012

PROTECTIVE PAD FOR APPENDAGE
United States US8220070
Issued July 2012

WEARABLE PROTECTIVE BODY APPLIANCE
United States US8108951
Issued February 2012

AWARDS

2021 STEVIE® AWARDS: BRAND EXPERIENCE OF THE YEAR
Client: Salesforce
Campaign: NRF 2020
Agency: Sparks

2021 STEVIE® AWARDS: BRANDED CONTENT CAMPAIGN OF THE YEAR
Client: ADL
Campaign: In Concert Against Hate
Agency: Sparks

2019 EX AWARDS: BRAND EXPERIENCE OF THE YEAR
Client: Ford
Campaign: GoFest
Agency: Imagination

2018 EX AWARDS: BEST TRADE SHOW EXPERIENCE
Client: Ford
Campaign: On-Road, Off-Road, On-Track
Agency: Imagination

2018 EX AWARDS: BEST USE OF TECHNOLOGY & SOCIAL MEDIA
Client: Ford
Campaign: Bullitt Starring You
Agency: Imagination

References available upon request.