

## Gabriel Prero

3028 W. Fargo Ave.  
Chicago, IL, 60645  
h | 773.338.5234  
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gabriel@prero.com  
www.prero.com

### Skills

Photoshop	Plastics
Illustrator	Metal
Rhinoceros	Wood
Sketching	Ceramics
Model-making skills	Soft Goods

### Experience

2009

*Industrial Designer, Lund & Co. Invention L.L.C. |*

Generated concepts, researched, and developed products in the juvenile products category, from sketch to functional prototype.

*Freelance Designer, In-Step Mobility |*

Lead the re-design effort for current products and future product development.

*Industrial Designer, Trade Associates Group, Ltd. - tag |*

Designed for Tag's collections of seasonal and year-round gift-ware, table-ware, candles and accessories, art furniture, and home décor. Additionally, aided the relaunch of their sister company, Tag Furnishings Group, purveyor of contemporary furniture, with new product designs and a new branding scheme, consisting of a new print and digital catalogue, letterhead, and other sales and promotional materials.

2008

*Industrial Designer, ACCO Brands, Swingline Division |*

Took lead or assisted on various design projects, ranging from new product development to internal design projects.

*UIC Interdisciplinary Product Development collaboration with Elkay mfg. |*

Working on a team of business, engineering, and design students, researched and developed a product to address Elkay's non-core development goals.

2007

*Collaboration with Life Fitness |*

Working with the UIC ID program, developed a new form of exercise equipment for an urban home environment, employing their new technology.

*Collaboration with Magnani Continuum Marketing |*

Working with the UIC ID program, researched the brand "MINI" and developed a product to fit their branding scheme.

*Collaboration with Big Monster Toys |*

Working with the UIC ID program, researched the "tween" demographic and developed a new toy concept for that market.

2006

*Freelance Designer, Rosseto |*

Generated new concepts to increase their product line of food dispensers.

### Education

*BFA / Magna Cum Laude - May '08 |*

University of Illinois- Chicago Industrial Design Program

3 years enrolled in the Rabbinical Seminary of America

### More

IDSA Member

Mentor in UIC's "connectID" program

Featured in Home Gym Magazine, Le Tabure, Shape Magazine-Germany, popularscience.com, gizmodo.com, and yankodesign.com

UIC School of Art + Design Faculty Prize for Industrial Design - 2008

UIC IDSA Merit Award Nominee - 2008

Winner- Life Fitness Design Competition - Spring '07

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### References |

Jonathan Miller Owner & Designer	In-Step Mobility 847.676.1275	jmiller@ustep.com
Claudia Bianchi Lead Designer	tag, ltd. 773.871.1300	cbianchi@tagltd.com
Joe Fahy Director	tag, ltd. 773.871.1300	jfahy@tagltd.com
Chris Cunningham Design Manager	ACCO Brands 847-484-3454	Chris.Cunningham@acco.com
Stephen Melamed Principal	Tres Design Group 312-670-6880x11	smelamed@tresdesign.com

May 11, 2009

To Whom It May Concern,

This letter is my personal recommendation for Gabriel Prero. At the request of the company's founder and owner I directed Gabe in his work for the past 10 months. I found Gabe to be a bright, innovative, and highly motivated individual, ready to throw himself into whatever project needed him. I am disappointed both personally and professionally that business conditions caused us to eliminate Gabe's position.

Gabe effectively managed, supported and executed several important product and graphic design projects. His notable graphic contributions include a complete redesign of our furniture division's sales and marketing materials. This redesign was successfully launched at the recent High Point furniture market. He also introduced a new approach to sales and design presentation through his use of 3-D rendering. In terms of product design Gabe was able to bring new innovation to both our furniture and home furnishings lines by providing both inspiration and support to the design and launch of new product categories.

It is important to note that Gabe has good business instincts and he understands the basic economic principles that drive successful consumer product design. This was very helpful. He was also highly motivated to understand the various consumer markets we served.

In terms of his work habits Gabriel was a punctual, efficient and creative employee, whose pleasant demeanor, strong head, and ample motivation made him a joy to work with.

I highly recommend Gabriel for employment. He would be a great addition to any creative team.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joe Fahy', with a stylized flourish at the end.

Joe Fahy  
Director

5/12/2009

To Whom It May Concern,

I have been in the design industry in various capacities for 10 years. During that time period I have had the pleasure of working with a wide range of designers and artists. I can honestly say that when it comes to problem solving Gabriel is one of the best I've worked with. He not only has a unique combination of problem solving skills but is also talented and knowledgeable in design.

Gabriel is very quick to learn and has an incredible knowledge of the many programs needed to execute a design and make it look very professional, beyond client expectations. His eye for detail and how things work and function is fantastic. He is great at researching in order to bring forth the best design that is functional and at the appropriate price point for our clients. He is able to grasp onto things very quickly and can come up with different solutions to a problem. He is also very articulate and can express his thoughts and ideas in the most professional manner.

The position in which we hired Gabriel was for 2 different design needs; furniture and hard goods for our seasonal home collections. He was able to go back and forth between the two and balance his day and time beautifully. He came up with many solutions and designs for our furniture needs and helped revive our look.

Gabriel helped balance the design team with his skills and knowledge of structure and his unique understanding of the mechanics behind good design. He is very methodical and understands how to make design work and function in the most practical easy manner. Unfortunately due to the economy we had many cutbacks and Gabriel was one of them. He was a valuable employee and will be missed.

Sincerely,



Claudia Bianchi  
Lead Designer