

Joe Tabback

Creative Director & Designer

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SUMMARY

Creative Director and Designer with an execution-driven approach and over a decade of experience in sportswear, apparel, and brand development. I think in systems, campaigns, and brand worlds, carrying ideas from early concept through product, visuals, and launch. Known for moving fast, solving problems in real time, and delivering cohesive work when the brief isn't perfect and deadlines don't wait.

SELECTED BRAND & PROJECT HIGHLIGHTS

Lamborghini · Atlanta Falcons · Fanatics · Reebok · Professional Fighters League (PFL) · Bellator MMA · Kill Cliff FC · Cox Media Group

CORE STRENGTHS

- Creative Direction & Brand Strategy
- Apparel & Product Design
- Campaign & Content Development
- End-to-End Project Leadership
- Manufacturing & Production Oversight
- Visual Systems & Identity Design
- Speed-to-Market Execution

PROFESSIONAL EXPERIENCE

Creative Director — Takedown Sportswear (Atlanta, GA) *2021–Present*

- Lead creative direction across apparel, teamwear, marketing, and brand systems for a national combat-sports brand.
- Oversee projects from early concept through design, production, and launch across multiple product lines.
- Direct photoshoots, video content, and campaign visuals with a focus on speed, clarity, and consistency.
- Collaborate cross-functionally with leadership, operations, and athletes to deliver market-ready work under tight timelines.
- Build scalable visual systems supporting both performance products and lifestyle extensions.

Contract Creative Director / Designer — Freelance *2018–2021*

- Provided creative direction, design, and production support across apparel, marketing, and brand systems.
- Led contract work for brands including Lamborghini, Atlanta Falcons, Fanatics, Reebok, and Cox Media Group.
- Delivered end-to-end creative solutions under compressed timelines and shifting scopes.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Designer / Product Designer — Compound Sportswear 2012–2018

- Designed and developed performance apparel and teamwear for collegiate, amateur, and professional sports programs.
- Worked closely with production teams to manage materials, construction, fit, and manufacturing workflows.
- Supported large-scale custom programs requiring speed, accuracy, and consistency across multiple clients.
- Built a deep understanding of sportswear manufacturing, timelines, and end-user performance needs.

DESIGN & PRODUCTION EXPERIENCE

- Apparel design across tees, hoodies, jackets, fight kits, and accessories
- Domestic and overseas manufacturing coordination
- Sampling, materials selection, trims, and production approvals
- Campaign concepts, copy direction, and visual execution
- Photography and video direction

TOOLS

Adobe Illustrator · Photoshop · InDesign · Apparel production files · Vendor & factory coordination
· Sampling workflows