gatsby

Gatsby Herbert

Design partner for standout projects in crypto & tech.

gatsby@gt.sb
https://gt.sb

Experience

gt.sb Studio
Jan. 2020 – Present
→ gt.sb

Freelance Graphic and Web Design
Freelance design studio delivering pitch decks, brands, and websites for top tech and crypto teams, including decks that have raised $18M+ and secured dozens of partners. Specialized in raising for early and growth-stage projects.

Primora
Jul. 2025 – Present
→ primora.xyz

Head of Media
Leading media and communications for Primora, overseeing brand, website, pitch decks, and internal design while producing long and short-form video including interviews with top founders and builders across the tech space.

Nouns Esports
Sep. 2023 – Jan. 2025
→ nouns.gg

Head of Brand & Design
Led cross-channel brand and design through the formative years of the Nouns DAO's premier esports division. Developed a memorable and iconic visual identity, collaborating with industry giants like Adidas and Matcha on official merchandise and highly successful esports events.

Dust2.us
Feb. 2022 – Aug. 2023
→ dust2.us

Lead Graphic Designer
Served as design lead at the largest North American Counter-Strike news site. Crafted complete visual packages for live broadcasts and podcasts. Built a unified identity, contributing to a 91% social growth in 8 months.

Bad News Bears
Mar. 2021 – Aug. 2022
→ x.com/bnb_pt2

Lead Graphic Designer
Created and maintained a distinctive identity to stand out in the esports space. Adapted the brand seamlessly across many formats, such as match graphics, announcements, merchandise, memes, and unique video content.

Social Media Manager
Built social channels from scratch with engaging content and copywriting. Generated 14+ million impressions and 2.2+ million page visits on Twitter. Planned and executed marketing strategies for three original merch drops.

Projects

https://gt.sb

Full projects and additional client information is available upon request.

Skills

Technical Skills

- Figma
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Webflow
- Framer
- Blender
- OBS Studio
- Great at Minecraft

Soft Skills

Fast-moving and self-directed, with a strong sense of what looks right and what doesn't. Comfortable owning projects end-to-end and adapting quickly across formats, audiences, and deadlines.