

joel stolinsky

*I offer imagination,
high energy and attention
to detail with a strong
focus on strategic creative.*

summary achievements

15 + years of passionate and comprehensive creative direction experience in advertising: general, brand, promotional and b2b markets. Received a BFA in advertising from the College for Creative Studies, Detroit, Michigan.

Moved to Los Angeles, then later relocated to Dallas where for eight years at TracyLocke, directed and mentored teams on PIZZA HUT, AMERICAN AIRLINES, HARRAHS ENTERTAINMENT and MICHAELS ARTS AND CRAFTS STORES.

At Integer, developed in-store merchandising and signage design for CINGULAR WIRELESS account and conceptual projects for 7-11.

Brought in to raise PlattForm Advertising's creative vision. Provided leadership, inspiration, instruction and 'hands-on' creativity over Print, TV, Web Design & Direct Mail. Helped clients' achieve a stronger brand presence.

*Currently available
for creative consulting.*

skills

• **Creative direction/art direction and client presentation** • **Concept/development** for both TV and print through final production: ad campaigns, logos, typographic treatments, including identity packaging and assorted collateral: brochures, direct mail, POP/POS, and trade shows including corporate jet graphics • **Web interface consulting/design.** Flash animation and motion graphics

• **Promotional/event programs, including guerrilla marketing**

Other special areas of skill: Traditional hand skills, digital design, art direct photography, color/press checks. Directed and edited digital video, live action and animation.

achievements

- **ANTHEM EDUCATION GROUP** – Creative development and art direction: Relaunch and rebrand with new tagline "Your life improved." Print, Direct Mail, Web and TV. Managed staff of 28 employees. **2010 – PlattForm Advertising**, Kansas City, KS
- **BROWN MACKIE COLLEGE** – Introduce and develop archetype branding for guidance. Creative direction: all Print, Direct Mail, Web and TV advertising to follow for FY11. **2010 – PlattForm Advertising**, Kansas City, KS
- **FORT WORTH ZOO** – Reptiles and Amphibian's Museum of Living Art (MOLA), print and outdoor campaign. **2009 - Concussion**, Fort Worth, TX
- **CINGULAR WIRELESS** - Research and help redesign store merchandise footprint categories. Created new in-store signage and BACK TO SCHOOL '06 campaign. Icon designs for cell screen interface. Managed staff of 6 employees. **2005 – 06 - Integer**, Dallas, TX
- **IKEA** - Acting Creative Director 20th Anniversary promotional event, logo, signage and, pre- holiday BIG BLUE BOX guerrilla marketing promotion. Also, oversaw creation of promotional microsites. **2005 - PowerPact**, Dallas, TX
- **MICHAEL'S ARTS & CRAFTS** - Acting Creative Director, developed new strategies and design format which won the account. Christmas/Holiday ad campaign and template layout for future national print and collateral advertising. Managed staff of 4 employees. **2003 – 04 - TracyLocke**, Dallas, TX
- **HASBRO, PEPSICO, FRITO FOOD SERVICES & STARBUCKS** - Developed new brand platform strategies including logotypes, graphics and packaging for test products and focus group review. **2002 – 05 - LaunchPoint/TracyLocke**, Dallas, TX
- **PIZZA HUT, PERSONAL PAN PIZZA** - Art Direction/design on the 12-week test market integrated themed campaign (for print advertising, outdoor, assorted POP, posters and T.V.) increasing overall sales 42% in the first seven weeks. **1998 - TracyLocke**, Dallas, TX
- **PIZZA HUT, THE SICILIAN PIZZA and PERSONAL PAN PIZZA** - Created logotypes **1998 - TracyLocke**, Dallas, TX
- **AMERICAN HONDA SERVICE and PARTS, EXPRESS CHANGE** - Developed presentation, logotype and signage that won account. **1996 - IMPACT MEDIA**, Orange, CA
- **APPLE COMPUTER**, Developed presentation that won corporate B2B account for client: Hamilton/Avnet Computer. **1990 - Electro Ad Agency**, Culver City, CA

client examples

AltaMedHealthcareServices/AmericanAirlines/AmericanHondaMotorCo./AmericanRacing/AppleComputers/ArumHair &SkinCareProducts/AT&T/BlizzardEntertainment/CapitalOne/CingularWireless/DelReyNutCo./EdisonInternational/FirstByte/Fisher-PriceSoftware/FritoLayFoodServices/HarrahsEntertainment, Inc. CasinoandHotels/Hasbro/HeavenScentCookie/HewlettPackard/IKEA/Intel/LosAngelesLatinBusinessAssociation/MattelGames/MichaelsArts&Crafts/Motorola/PepsiCo/PizzaHut/Starbucks/Subway/SuzukiAutomotive/TacoBell "Kid's Meals" /Teac/Westinghouse.

portfolio: graphicseye.com
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education

TracyLocke/OMS Sponsored Seminars
Dallas, TX 1998 to 2005

- Internet Advertising & Marketing
- HOW Design Conferences 99 & 02
- Industry Software Training Updates
- Presenting to Client – Class

North Orange County
Community College District
Fullerton, CA Summer

- Interactive Multimedia, Certificate.

U.C.I. Extension Program
Irvine, CA Spring

- Web Site Design
- Designing for Web with Photoshop.

The Bookshop
Los Angeles, CA

- Advertising Campaigns: Concept, Strategy and Development.

U.C.L.A. Extension Program
Los Angeles, CA

- Motion Picture/Art and Sciences
- Computer Graphics for Print and Electronic Transmission.

College for Creative Studies
Detroit, MI

- BFA in Advertising Design and Graphic Illustration