

joel stolinsky

“Offering imagination, high energy and refined design with a strong focus on strategic creative.”

summary

20+ years in advertising: general, brand, promotional, and b2b markets.

At TracyLocke, directed and mentored teams on Pizza Hut, American Airlines, Harrahs Entertainment, and Michaels Arts & 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 and unify PlattForm Advertising's creative vision. Provided leadership, inspiration, instruction, and 'hands-on' creativity over print, TV, web design, and direct mail. Helped clients' achieve a stronger brand presence.

Creative Service Manager for in-house Adeptus Health. Guiding creative projects for First Choice Emergency Room and First Texas Hospital. Elevated visual value in the market.

key points

- **Concept development and client presentation through final production**
- **Web UI/UX consulting and design:** icon designs, infographics, animation, and motion graphics
- **Promotional, event programs and ambient marketing**

Create logos with brand standard guidelines, template design programs, traditional hand skills, graphic design, cast and art direct photography, retouch, and composite images. Review color/press checks, direct/edit digital video, and live-action. Interview, hire and assign creative staff, including mentorship.

achievements

- **FIRST CHOICE EMERGENCY ROOM** – Created 'look and feel' as well as brand standards for First Choice Emergency Room, First Texas Hospital, and Adeptus Health. Creative direction for all marketing items: online, collateral, outdoor, direct mail, print ads, flyers, promotional, and social media. **2012 - Current - Adeptus Health, Irving, TX**
- **WHAMbalance™ MONSTER TRUCK** – Developed unique 'viral media' brand event ambassador: logo, truck wrap, and promotional integrated elements for First Choice Emergency Room. Successful face-to-face experiences shared on social building brand awareness. **2012–16 - Adeptus Health, Irving, TX**
- **ANTHEM EDUCATION GROUP** – Introduced and developed archetype branding for guidance. Relaunch and rebrand with a new tagline "Your life improved." Print, direct mail, web, and TV. **2010 - PlattForm Advertising, Kansas City, KS**
- **FORT WORTH ZOO** – Designed Reptiles and Amphibian's Museum of Living Art (MOLA): Print and outdoor campaign. **2009 - Concussion, Fort Worth, TX**
- **CINGULAR WIRELESS** – Researched and redesigned store merchandise footprint categories. Created new in-store signage and Back To School '06 campaign. Icon designs for cell screen interface. **2005–06 - Integer, Dallas, TX**
- **IKEA** – Created 20th Anniversary promotional event, logo, signage, and pre-holiday Big Blue Box guerrilla marketing promotion. The promotion doubled sales nationwide. Oversaw the creation of promotional microsite. **2005 - PowerPact, Dallas, TX**
- **HARRAH'S, SHOWBOAT, HARVEYS, RIO CASINOS & RESORTS** – Concept development and design (1st and 3rd generation) for Harrah's Brand Evolution: corporate jet graphics, national print advertising, direct mail, and art directed photography. Art directed and edited local TV spots. **2003–05 - TracyLocke, Dallas, TX**
- **MICHAEL'S ARTS & CRAFTS** – Created new strategies and design format which won the account. Christmas/Holiday ad campaign and template layout for future national print and collateral advertising. **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 – New product launch. Designed logotype. 12-week test market with integrated themed campaign (for print advertising, outdoor, assorted POP, posters, and TV) increasing overall sales 42% in first seven weeks. **1998 - TracyLocke, Dallas, TX**

more clients

American Airlines / American Honda Motor Co. / Apple Computers / Arum Hair & Skin Care Products / AT&T / Blizzard Entertainment / Capital One / Del Rey Nut Co. / Edison International / Fisher-Price software / Hewlett Packard / Intel / L.A. Latin Business Association / Mattel Games / Star Wars / Subway / Suzuki Automotive / Taco Bell "Kid's Meals" / Westinghouse.



contact

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education

Proficient on latest creative industry software:

- Adobe Creative Cloud

College for Creative Studies
Detroit, MI

- BFA in Advertising Design and Graphic Illustration

U.C.L.A. Extension Program,
Certificate of Completion
Los Angeles, CA

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



20+ years in workforce

8+ years at this job

BFA advertising design & graphic illustration

01/05/2012–08/15/2020: Adeptus Health, Irving, TX (marketing standalone ER facilities)

creative service manager

Responsible for overseeing and producing all creative marketing materials, plus establish department protocols and procedures. Created and developed the 'visual design language' as well as set up brand standards for First Choice Emergency Room, Adeptus Health, and National Medical Professionals. In four years, Adeptus Health grew to one hundred locations with partnerships in Arizona, Colorado, Louisiana, and Texas (starting in 2012 with only 14 Texas area ER facilities). Ensure content is strategic, accurate and consistent for all multiple partner brand guidelines. Develop all external and internal signage. Work directly with team and vendors to ensure the quality of marketing materials from a design and production standpoint. Creative direction for online, social, collateral, outdoor, direct mail, promotional events, and internal communications, along with recruitment materials.

professional skills

- » Creative leadership
- » Adhere to timelines and deadlines
- » Collaborative team player
- » Creative analytical thinking and problem solving
- » Translates creative ideas into actionable solutions



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hands-on skills

- work remote ●●●●●
- logos/icons ●●●●●
- digital movies ●●●●●
- indesign ●●●●●
- photoshop ●●●●●
- illustrator ●●●●●
- retouching ●●●●●
- web design ●●●●●
- photography ●●●●●
- animation ●●●●●
- sound design ●●●●●

