

Award-winning creative experienced with corporate identity, packaging, print collateral, advertising, large format, broadcast, web and multimedia. Strong work ethic, high attention to detail and customer focus with special emphasis on conceptual design.

Joel Karabinus L.L.C. (Cleveland, OH) 11/04 – present

Creative Director/Owner

Responsible for development of creative concepts as applied to logo development, point-of-sale, direct mail, menu design, art direction of photo shoots, web design and marketing materials.

Clients: Micro Target Media, Baricelli Inn, Member Health and TA Travel Centers of America

Micro Target Media (Toronto, ON - Cleveland, OH) 06/06 – 10/09

Creative Director

Group leader responsible for coordinating the creative team development of concepts applied to corporate identity, large format, web design, marketing materials and advertising.

Clients: General Motors, Major League Baseball, Ford, 7-Eleven, Paramount Pictures, Tylenol, Western Union, Lions Gate Films, Warners Bros., Timex, Expedia.com and ESPN

Arras Group (Cleveland, Oh) 07/03 – 11/04

Associate Creative Director of Interactive Department

Group leader responsible for coordinating the creative team development of creative concepts. These activities focused on interactive design and development.

Accounts: Yokohama Tire, Del-Nat Tire Corporation, Thera-Band, and Firelands Regional Medical Center

Wyse Advertising (Cleveland OH) 02/99 – 07/03

Creative Director, Zerotime Interactive Division

Responsible for leading the creative team in development of creative concepts applied to interactive design and development.

Accounts: PolyOne, Toys R Us, Cleveland Food Bank, Krylon, Big Lots, Z Gallerie, and Pearle Vision

Wyse Advertising (Cleveland OH) 11/97 – 02/99

Art Director, Icatcher Division

Worked as a creative team member in the development of creative concepts as applied to point-of-sale, package design, logo development, web design and premiums for consumer promotions.

Accounts: Geon, Sherwin Williams, Dutch Boy, Cuprinol, Medusa, and Key Corp.

Marcus Advertising (Beachwood, OH) 08/92 – 11/97

Art Director

Worked within a creative team in the development of creative concepts applied to broadcast, logos, point-of-sale, newspaper, direct mail, outdoor boards, brochures, catalogues, package design and premiums for consumer promotions.

Accounts: Kelly Tires, Travel Centers of America, Fairview Health System, Ohio Lottery, Pizza Hut, National City Bank, Cleveland Browns and Cleveland Indians

Education: Ohio University Graduate, June 1990, Bachelor of Fine Arts in Graphic Design

Fluent Skills: Macintosh, Photoshop, Illustrator, InDesign, Dreamweaver, Flash