

JOEL TARASIUK

CREATIVE DIRECTOR | EXECUTIVE CREATIVE DIRECTOR | EXPERIENTIAL, BRAND & INNOVATION

San Antonio, TX | 210-346-0090 | joeldesign@gmail.com | LinkedIn: linkedin.com/in/joel-tarasiuk-38a4935a

EXECUTIVE SUMMARY

Creative and experiential leader with 15+ years of experience building multidisciplinary teams and translating bold ideas into photo-finish brand experiences. Built RKD EXP from the ground up as a standalone experiential creative agency capability within RK Group, leading concept development, client storytelling, design systems, and execution across high-visibility activations. Known for combining creative vision with practical production leadership, mentoring talent, and integrating emerging technology to deliver faster, smarter, more compelling work.

CORE STRENGTHS

Creative Direction • Experiential Design • Brand Activations • Environmental Design • Client Storytelling • Concept Development • Team Leadership • Fabrication & Production Oversight • Presentation & Pitch Leadership • On-Site Activation

PROFESSIONAL EXPERIENCE

VP, RKD EXP | *RK Group / The RKD Studio - San Antonio, TX* | 2014-Present

- Built RKD EXP from the ground up as a standalone experiential creative agency capability within RK Group, growing it into a 20-person multidisciplinary team spanning experiential design, branding, fabrication, print, digital, and activation.
- Lead concept-to-reality delivery for experiential programs and branded environments, overseeing client visioning, renders, CAD planning, technical documentation, production coordination, logistics, and on-site activation.
- Position RKD EXP as both a revenue-driving creative agency division and a strategic internal partner, providing creative and marketing services to other RK Group companies as business needs require.
- Support brand and marketing initiatives across 13 RK Group companies and brands, helping extend creative consistency, campaign execution, and in-house service capability across the portfolio.
- Expanded in-house capabilities across design, fabrication, large-format printing, digital, and production to improve turnaround, quality control, and alignment across internal and external stakeholders.
- Partner with leadership on forward-looking innovation, including evaluation and integration of emerging technologies and AI systems to improve creative pipeline performance and speed to execution.
- Built and mentored a high-performing team by developing talent, introducing new tools and workflows, and keeping the studio current with evolving technology and client expectations.
- Selected brand experience work includes NBA, NFL, Formula 1, Ferrari, Kentucky Derby, MotoGP, X Games, Diageo, University of Miami School of Medicine, and University of Texas.

UI/UX Designer | *Team Express - San Antonio, TX* | 2013-2014

- Led UX modernization efforts for a legacy e-commerce environment, improving engagement and strengthening conversion-focused digital experiences.

- Developed high-fidelity prototypes and interface solutions that accelerated stakeholder alignment and improved deployment readiness.
- Collaborated with creative and development teams to build custom web applications aligned with user needs and business objectives.

Graphic & Web Designer | *University of Miami Miller School of Medicine - Miami, FL* | 2008-2013

- Designed digital learning tools, web experiences, and communication assets supporting medical education, institutional outreach, and student engagement.
- Partnered with physicians and internal stakeholders to improve usability and clarity across educational and patient-facing platforms.
- Produced multimedia, print, and digital materials on time and under budget in support of healthcare education initiatives.

SELECTED CLIENTS & BRANDS

NBA • NFL • Formula 1 • Ferrari • Kentucky Derby • MotoGP • X Games • Diageo • University of Miami School of Medicine • University of Texas

EDUCATION

B.A., Multimedia Design | Savannah College of Art and Design

TECHNOLOGY & TOOLS

Adobe Creative Suite • Figma • UI/UX Design • Branding • Web Design • Video Production • After Effects • Premiere Pro • Photoshop • Illustrator • InDesign • HTML/CSS • JavaScript • CMS Platforms • SEO • Analytics • Project Management Tools

LANGUAGES & RECOGNITION

Spanish - Expert | Italian - Fluent

U.S. Army Surgeon General Recognition Award (2012) - Honored by LTG Patricia D. Horoho for outstanding performance in medical education innovation at the Gordon Center.