

JOEL TARASIUK

Executive Creative Director · VP of Creative, RKD EXP · Concept to Build

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PROFILE

Executive creative leader with 20+ years shaping how brands look, move and feel, in physical space, on screen and in real-time 3D. Directed experiences for NBA All-Star, Formula 1, Ferrari and X Games, and built RKD EXP from a single seat into a 21-person studio that sets the creative standard for 15+ brands of an 80-year-old, 800-person hospitality group. Conceives the idea, sells it through photoreal visualization, and has the technical depth to build it: from environments and identity systems to the software the studio runs on.

WHAT I BRING

Creative Direction. Experiential design, brand environments, identity systems and photoreal concept visualization. I sell the world before it exists, then make it real.

Creative Leadership. Built and lead a multidisciplinary studio of designers, fabricators and print engineers. Critique, mentorship and a single creative standard across 15+ brands.

Technical Craft. Real-time 3D and web (React Three Fiber, Three.js, Unreal), CAD and 3D modeling, custom AV (LED to DMX), fabrication and 3D printing. I can vouch a build is possible because I can build it.

AI & Innovation. I lead AI adoption across the studio: evaluating new tools, building them into how we concept, visualize and ship, and training the team to use them with taste and judgment.

EXPERIENCE

Vice President of Creative & Executive Creative Director, RKD EXP

Sep 2014 – Present

RK Group / The RKD Studio · San Antonio, TX

- Founded RKD EXP from a single seat and built it into a **21-person multidisciplinary studio** across design, print and fabrication, the creative engine for every RK Group operating company.
- Set and hold the **creative standard across 15+ brands**: identity systems, 18 websites, campaigns, environments and video, each distinct within one recognizable family.
- Direct **648 creative projects in eight months** (Jan–Aug 2026), with output up 26% year over year and 76% in two years, at rising scale and complexity.
- Creative direction for **national experiential programs**: NBA All-Star, WNBA All-Star Chicago (four environments built in San Antonio and installed out of market), Formula 1 Miami and COTA, X Games, Ferrari and Diageo.
- Built a brand from zero: **Workforce Support Solutions**, positioning, identity, website, real-time 3D sales app and trade-show presence for a new RK business line entering the data-center market.
- Lead integrated studio programs that draw on every department at once: **Rosemary's Museum** (historical storytelling, exhibits, fabrication and interactive technology), the **RK Group 80th anniversary** and the **Texas Espresso** brand and environment rebuild.
- Win work at the concept stage by selling the experience through photoreal renders that secure **executive-level buy-in** before build, then direct the team to deliver on time and to spec.
- Designed and built the studio's own software: **Project Flow** (live production platform, 8 events including F1 COTA and NBA), **NST CAD Studio** (3D structure configurator) and **Workforce App** (real-time 3D sales experience); three more in development.
- Mentor and develop the team: critique, reviews, new tools and workflows, and a studio culture that keeps craft current with the technology.

SELECTED FLAGSHIP WORK

Brand experiences delivered for: NBA · NFL · Formula 1 · Ferrari · Kentucky Derby · MotoGP · X Games · Diageo · University of Texas · University of Miami

- **NBA All-Star & X Games.** Creative director and on-site producer across a five-year NBA partnership. Anticipated the stakeholder vision, sold it through photoreal renders that reached NBA executive leadership, and directed the team to build it to spec, on time.
- **Formula 1 Experiences.** Creative direction for the Champions Club at Miami and Circuit of the Americas, from architectural study to finished environment: 500 VIP guests, 5 days of hospitality, 3 levels of experience.
- **Scale.** Led experiential activations from six figures to over \$1M in scope, spanning branded environments, fabrication, large-format print and integrated on-site production.

EARLIER EXPERIENCE

UI/UX Designer

Jan 2013 – Sep 2014

Team Express · San Antonio, TX

- Led UX modernization of a legacy e-commerce platform, improving engagement and strengthening conversion-focused experiences.
- Built high-fidelity prototypes and interface solutions that accelerated stakeholder alignment and deployment readiness.

Graphic & Web Designer

Jan 2008 – Dec 2012

University of Miami, Miller School of Medicine · Miami, FL

- Produced neurology and cardiology illustration and animation under **Dr. Michael Gordon, creator of the Harvey cardiopulmonary simulator**, work still in active use in the school's curriculum today.
- Designed digital learning tools, web experiences and communication assets, partnering with physicians on clarity and usability.
- Relationship endures: RKD EXP continues to serve the university as a contract client more than 15 years on.

TECHNICAL PROFICIENCIES

Real-time 3D & Web. React Three Fiber, Three.js, Unreal Engine, Unity, HTML / CSS / JavaScript, Webflow; UI/UX systems in Figma.

3D & Visualization. Maya, Blender, Mudbox, SketchUp; photoreal rendering, CAD planning and 3D printing of custom components.

AI. Claude, OpenAI, ComfyUI, Tripo, Hunyuan3D; AI-accelerated development and generative 3D and image pipelines.

AV & Electronics. Custom LED system design, engineering and hand-wiring to DMX controllers for programmed AV sequences.

Design & Production. Adobe Creative Cloud (Photoshop mastery, After Effects, Illustrator), large-format print, fabrication, technical documentation.

EDUCATION & RECOGNITION

B.A., Multimedia Design · Savannah College of Art and Design (SCAD), 2004

U.S. Army Surgeon General Recognition Award (2012) for medical education innovation at the Gordon Center.

Languages: Spanish (expert), Italian (fluent)