JOSEPH (JOHN) ZIELINSKI III

ART DIRECTOR

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Conceptual Ideation
Figma
Photography and Videography
Visual/Brand Identity Design
Teamwork & Collaboration
Visual Storytelling

EDUCATION

VCU Brandcenter
M.S. Business/Branding
Concentration – Art Direction
May 2026

James Madison University
B.F.A. Graphic Design
3.6 GPA
May 2024

UMBAU Design Vienna Studio
Vienna, Austria
Summer 2023

WORK EXPERIENCE

MSL CREATIVE FELLOWSHIP
MSL Global - Publicis
06/2025 – 08/2025 / New York, NY

- Developed concepts for brand activations across campaign applications
- Created creative insights and tactics to support earned media activations
- Collaborated with strategists, account managers and other creatives

GRAPHIC DESIGNER
JMU Student Affairs Communications & Marketing
08/2022 – 05/2024 / Harrisonburg, VA

- Collaborated with a team of designers to maximize the quality of visual deliverables for student affairs and university businesses
- Created print and social media advertisements, logos, illustrations, motion graphics, signage and package design

JZIII : FREELANCE GRAPHIC DESIGN & ILLUSTRATION
05/2017 – Present / Virginia

- Created a variety of designs for clients in the Roanoke Valley and beyond
- Developed illustrations, brand identities, infographics, and advertisements

INTERESTS

- Outdoor Activities: Hiking, skiing, pondering (preferably near a body of water)
- Music: Khruangbin, Wu-Tang Clan, Björk, Molchat Doma, Nina Simone, Piero Piccioni
- Ask me about my chicken coop phase
- Film: No Country for Old Men, The Seventh Seal, Kill Bill, Easy Rider, Shrek 2
- The smell of rain in April

AFFILIATIONS & ACCOMPLISHMENTS

- Winner of the Nothing Is Impossible Triangle Award for Best Picture 2024
- AIGA – Secretary – James Madison University
- Kappa Pi International Art Honor Society – Media Committee (2021–2023)
- President's List Fall Semester 2023
- Dean's List Spring Semester 2023, Fall Semester 2022, Spring Semester 2022, Spring Semester 2021

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