

**MY
P O R T F O L I O**



J O E L R O B I N S O N
2 0 2 4

A B O U T M E

My Name is Joel Robinson and I'm currently the Creative Manager for KBS Golf Shafts based out of Carlsbad, CA.

After earning a degree in Animation, I started my professional career in 2007 for a small studio designing DVD menu's and animated flash banners developed with actionscript. I'm currently tasked with leading the creative side of KBS Golf Shafts in regards to our shafts and shaft label designs, advertising, social media channels, merchandise (clothing, hats, golf bags, drinkware, etc.), trade show designs (booth, signage, collateral, etc.) and sales/marketing presentations.

Prior to KBS, I worked primarily in advertising for some of the largest entertainment companies in the world such as Disney, CINEMAX, HBO, Warner Bros., A&E, Sony Pictures, Universal, Netflix, Hulu and more. I've worked on small low-level campaigns to large scale, award winning projects.

I grew up in San Jose, CA, as an avid sports fan and artist. I was always either outside playing or inside drawing. Sports and art were, and still are, two of my favorite hobbies. Sports always taught me that good enough is never an option. There is always room for improvement. You either work to get better or you'll be left behind. I try to apply that same philosophy to my career as a designer.

I'm very fortunate to have worked with so many amazing designers over the 14 years of professional experience. Having other designers to learn from and be inspired by is vital to success in the industry.

Mike Singletary once said "Do you know what my favorite part of the game is? The opportunity to play." I will forever be thankful for the opportunities I've been given and the people I've worked with that have helped me to achieve success in my career.

L A B E L & S H A F T D E S I G N S



L A B E L & S H A F T D E S I G N S



L A B E L & S H A F T D E S I G N S



HEADCOVERS



PGA TOUR TRUCK WRAP



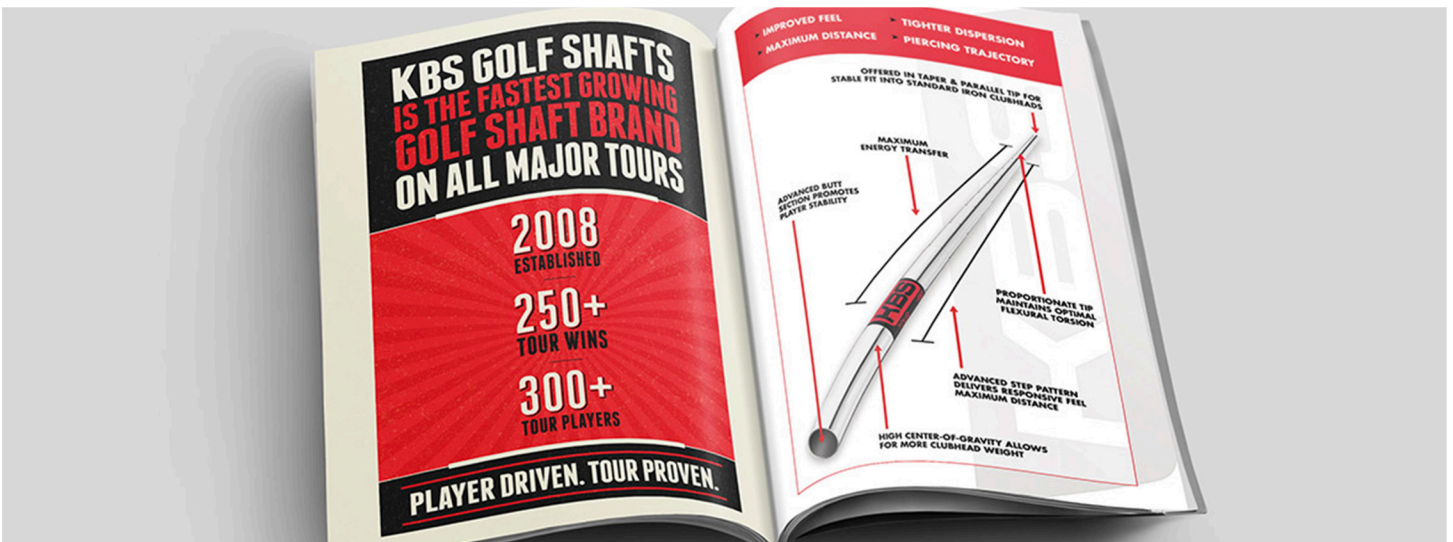
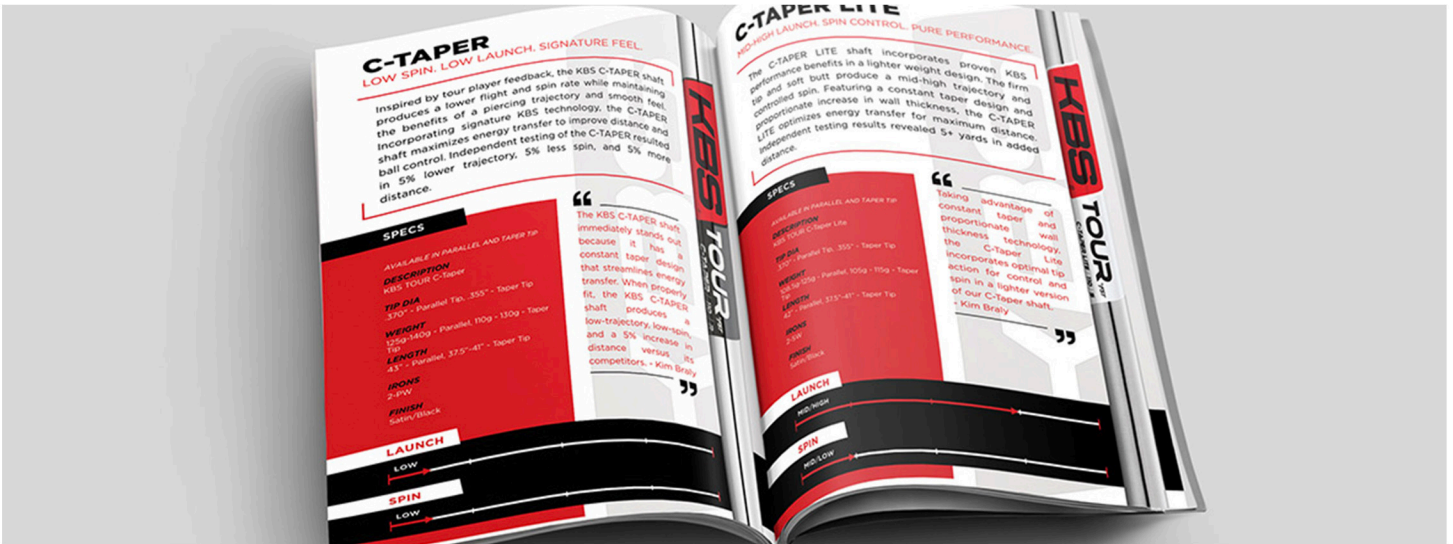
PGA SHOW BOOTH



PGA SHOW BOOTH



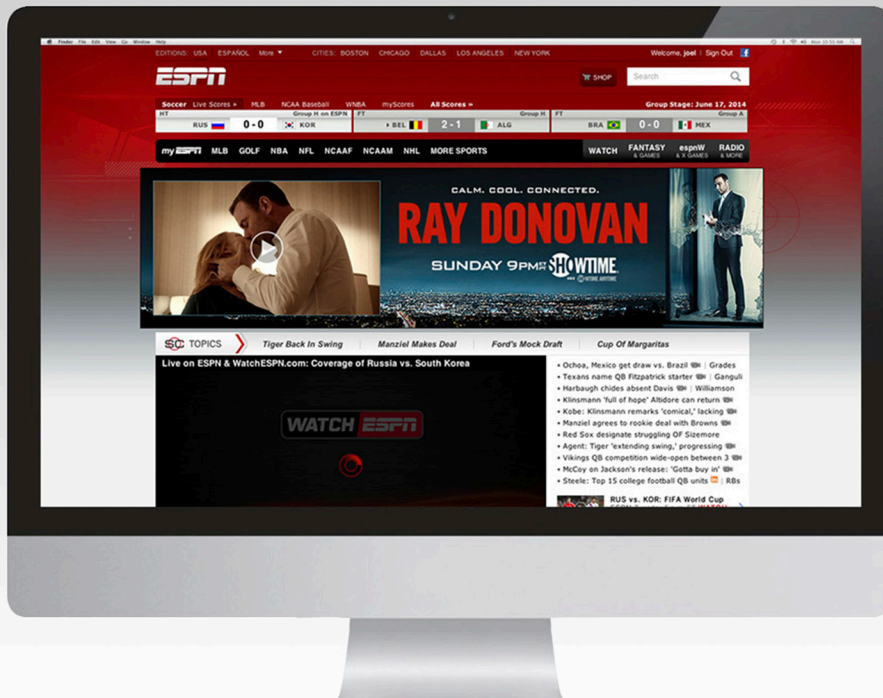
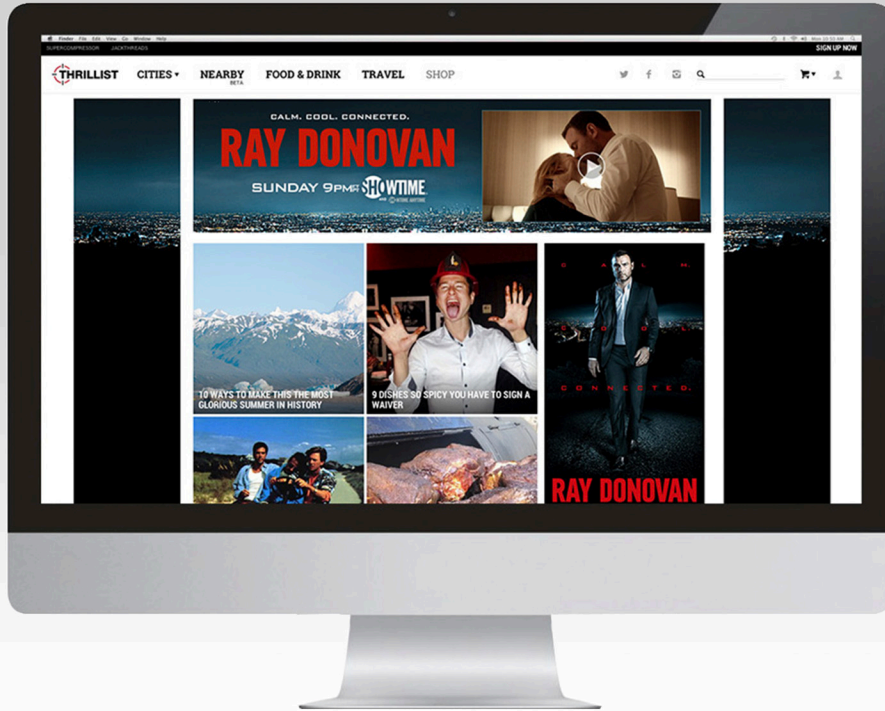
CATALOG DESIGN



S O C I A L M E D I A



D I G I T A L A D V E R T I S I N G



**THANK YOU FOR LOOKING
AT MY PORTFOLIO!**



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