

Joel Gennari

Creative Director | Senior Fabricator | Illustrator | Emmy-Winning Puppet Designer

Contact

1 Sickles St. #E4
New York, NY 10040
917.912.9291
Joelgennari80@gmail.com

Education

University of the Arts
Philadelphia, PA
Musical Theatre

Key Skills

Illustration
Multiple Style Ability
Strategy Advisement
Interactive Designs
Competitive Intelligence
Message Conveyance
Visual Presentations
Briefs
Customer Service
Production Design
Deadline-Oriented
Industry Networking

Software & Tools

Adobe CC
Scrivener
ChatGPT
Microsoft Office (Word, Outlook,
PowerPoint, Visio, Excel,
Publisher)
Microsoft SharePoint
HTML/XHTML

Professional Summary

Accomplished Creative Director and Emmy-winning Senior Fabricator adept in brand identity creation, illustration, and puppet fabrication. Known for leadership in creative direction, marketing design, and prop construction for acclaimed productions. Demonstrated success in leading creative strategies and delivering impactful visual solutions that elevate brand presence and engage audiences effectively.

Experience

AUG 2017-PRESENT

Senior Fabricator | The Jim Henson Company, New York, NY

- Contributed to Sesame Street; Emmy Winner for Outstanding Costume Design in 2020.
- Involved in all aspects of prop and puppet construction, including foam fabrication, flat patterning, costume creation, sculpting, sewing, problem-solving, fabric dyeing, and carving.
- Built numerous main, side, and background puppets for both seasons of the Fraggles Reboot on Apple TV, an Emmy-nominated show for Puppet Design and Creation.
- Nominated for a second Emmy in 2021.

2016-2017

Creative Director | Rockefeller Productions, New York, NY

- Created and oversaw marketing designs for shows, including ad campaigns (print and online), posters (including FOH), and prop designs for stage productions such as Very Hungry Caterpillar Show and That Golden Girls Show (Off-Broadway).
- Designed all graphics (web & print) and theater show lobbies for the Off-Broadway Drama Desk Nominated "The Very Hungry Caterpillar Show".
- Developed concept art and preliminary design specs for pitches and presentations.
- Designed and built puppets (individually and overseeing assistants) for That Golden Girls Show (Off-Broadway).
- Directed puppetry for That Golden Girls Show (Off-Broadway).

Distinctions

Emmy Winner, 2020 - Sesame Street (HBO) - Outstanding Special FX, Makeup, Costume, & Hairstyling

Emmy Nominee, 2021

Human Rights Campaign, Volunteer Graphic Designer for Promotional Events & Steering Committee Co-Chair, Area Representative, & Web Content Manager Volunteer (2008 – 2010)

Artistic Proficiency

Illustration
Drawing
Painting
Airbrushing
Sculpting
Sewing
Patterning

Puppet design and fabrication
Proficiency in various mediums including pencil, ink, markers, paint, and digital tools
Ability to translate creative concepts into visually captivating artwork across diverse projects and industries

2009 - PRESENT

Freelance Illustrator / Concept Artist / Graphic Designer Self-Employed, New York, NY

- Illustrated a graphic novel for Harper Collins Publishers.
- Worked across various styles and mediums, including pencil, ink, markers, paint, and digital.
- Created visual concepts for clients such as Revolve Theatre Company, The Gorilla Theatre, New Stage Theatre, Vertine Productions, and Monstrous Heart Publishing.
- Provided clients with a competitive visual edge through logo designs, playbill layouts, promotional posters/postcards, special event promotional materials, and website design.
- Developed creative ideas and concepts, choosing appropriate media/style, and interpreting client business needs.

2015 - 2016

Graphic Designer | Rosen Publishing, New York, NY

- Designed flyers, ads, order forms, and sell sheets for company sales reps.
- Created signs, posters, book inserts, and other marketing materials for annual conferences.
- Designed seasonal catalogs, including cover design and data layout for Britannica Educational Publishing, Cavendish Square, and Windmill Books.
- Selected appropriate designs to match the look and feel of each imprint.

2008 - 2015

Co Owner | Bluefox Arts & Entertainment, Tampa, FL

- Streamlined workflow by managing day-to-day business operations, negotiating contracts, creating rental agreements, maintaining shopping lists, and creating deadline schedules.
- Established, maintained, and expanded client database through effective customer relations management.
- Generated revenue by facilitating service implementation and managing client contracts.
- Enhanced show and theatrical value by designing and creating props, set dressing, and puppet characters.
- Enriched performances utilizing skills as puppet master/trainer.