



453 South Park Drive Apt B7  
Collingswood, N.J. 08108

T 215 880-5928

joerey@me.com  
[www.joerey.tv](http://www.joerey.tv)

#### Professional Profile

**Joe Rey's** career is a journey through the creative landscape of top global corporations and iconic artists, including Chrysler, The Backstreet Boys, Dr. Pepper, Dr. Dre, LeAnn Rimes, and Busta Rhymes. Raised in the vibrant community of Camden, New Jersey, Joe's early exposure to music and culture laid the foundation for his illustrious creative journey. Working alongside legendary directors and creative pioneers like Martin Scorsese, Jonathan Demme, Terry Gilliam, and Hype Williams, Joe honed his technical and creative expertise. His production designs have been honored as part of the permanent collection at the Museum of Modern Art.

#### Core Competencies

**Creative Direction & Copy Writing** • Media Strategy & Innovation • Advertising **Campaign Development** • Brand Marketing & **Content Creation** • Proficient in Final Cut, Adobe Suite, and 3D Rendering • **Team Leadership** & Cross-Functional Collaboration • Budgeting, **Concept Development** & Storyboarding • **Studio Operations** Management & Scenic Design

#### Experiences

**Metropolis Studios** — Philadelphia, PA

In-House Production Designer • Spearheaded creative designs for Philadelphia's premier soundstage facility, collaborating with high-profile clients to execute innovative media productions.

**A.C.M.E. Art Department** — Bi-Coastal Operations Co-Founder, Creative Director •

Launched a groundbreaking production design firm servicing VH1 New York and pioneering MTV's expansion into Asian markets. • Built a thriving business while nurturing a community of talented production professionals.

**HD Loft Studios** — Portland, OR Studio Design Lead • Designed and constructed state-of-the-art film studios while managing client bookings and production logistics for clients such as NIKE, Microsoft, and Intel.

**Akaku Television** — Maui, HI On-Air Promo Director • Directed and edited over 40 promos, achieving high visibility for seasonal and special events programming.

#### Notable Projects

**Austin Powers II:** Production Designer & Trailer Assist Writer

**Backstreet Boys:** Co-Director & Production Designer

**Dr. Dre:** Production Designer

**LeAnn Rimes:** Writer, Director & Production Designer

**Mary J. Blige:** Production Designer

**Ricky Martin:** Co-Director & Production Designer

**PT Cruiser Campaign:** Director & Production Designer

**Dr. Pepper:** Director & Production Designer

**Abercrombie & Fitch:** Director

**Intel & Microsoft Web Series:** Director, Writer & Production Designer



453 South Park Drive Apt B7  
Collingswood, N.J. 08108

T 215 880-5928

[joerey@me.com](mailto:joerey@me.com)  
[www.joerey.tv](http://www.joerey.tv)

Education Art Institute of Philadelphia –1986-87

Awards & Honors Permanent Collection Inclusion: Museum of Modern Art, Production Design  
Recognition by top industry leaders for innovative contributions to advertising and media production.

#### Testimonials

**Oliver Fuselier**, Executive Producer / Managing Director:

Joe Rey is a driven creative whom has a uniquely universal vision for media. After years of working with Mr.Rey as a Production Designer, I found his attributes are his enthusiasm, and work ethic that does not cease to deliver the A+ goods. Years later approached me to escort him to a high power meeting at UMPG regarding his POPOLOGY® Venture. An app to commoditize the personal popular into streamable and monetize able POPcasts™. I supplied one of my lead producers at the time to attend this meeting with Popology® and Universal. Since that time i have high hopes for his branded science venture, and wish the best for a POPOLOGICAL success!

**Ed Buffman**, Creative Director:

Joe Rey and I go back to the mid 80's, when we first collaborated on the set design and construction for some McDonald's commercials that I directed. His enthusiasm and creativity were spot on. I have watched his growth and passion for excellence only get stronger. His vision for POPOLOGY started 20 or so years ago. I have witnessed this and am now part of the development team. Joe Rey is a remarkable and focus force, a very talented, positive and passionate colleague.

**Limore Shur**, Creative Director / Founder / Mentor:

Joe's experience as a gifted creative in advertising combined with his big picture view of the world have lead to some amazing work, ideas and future forecasting. He's also a great guy.

**Sharon Pinkenson**, Phil Film Commissioner / Executive Producer:

Joe's fearless approach to challenges and his aesthetic sensibility are unmatched. He consistently surprises and delights in every project he touches.

**Tony Sacksteder**, Engineer / Designer Problem Solver:

I worked with Joe as the Technical Director at the ACME Art Dept, the premier Philadelphia scenery and set shop in its day. Joe and his partner, as first time entrepreneurs boldly broke into a challenging industry. They not only built a thriving business, but nurtured a community pool of talented production professionals. The work we did was top notch, the pace was incredible and many successful careers were launched with the experience gained and exposure to top name acts, directors, and producers in the biz at that time. Joe's creative vision, aesthetic sensibility and fearless approach to challenges were the motive force of the business and its brand. To this day, Joe remains energetically dedicated and diligent to the creative and innovative needs of the project at hand, and will surprise and delight wherever he has influence.