

# Joe Trohoski

CREATIVE OPERATIONS &amp; PRODUCT LEAD

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## PROFESSIONAL SUMMARY

Creative operations and product lead who shapes ambiguous ideas into compelling experiences, useful products, and finished creative work. Combines visual storytelling, film and television production, startup ownership, client leadership, and business judgment. Uses digital tools and AI agents to expand what can be delivered while retaining creative direction, quality, and decision ownership.

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## CREATIVE PRODUCT WORK

### Independent Creative Product Lead Web, Android and Interactive Products | South Florida | 2026-Present

- Defined and directed Local Leaf, an Android search experience covering 1,200+ stores and 650,000+ products, from concept through stable release.
  - Designed BYO.BAR's end-to-end business system for lead intake, booking, deposits, staffing, purchasing, event costs, invoicing, and feedback.
  - Released Worth Watcher, an Android financial widget; used feedback to add contextual motion that reveals hidden account controls without permanent instructions.
  - Built Nerdy Talk Trivia's live host platform for team scoring, questions, touchscreen control, leaderboards, venue displays, audio cues, backups, and reports.
  - Created a playable 16-room point-and-click adventure prototype in Adventure Game Studio, owning narrative, puzzles, scripting, art direction, testing, and production management.
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## CREATIVE PRODUCT LEADERSHIP

**Creative Direction:** Shape concepts, visual systems, stories, user experiences, art direction, and audience details

**Product & Production:** Set requirements, priorities, workflows, quality standards, releases, and iteration

**AI-Assisted Execution:** Direct Codex, Claude, and Cursor as production partners; review, redirect, and own the result

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## CAPABILITIES

**Creative & Production:** Expert Photoshop, Illustrator and InDesign; Affinity, Premiere Pro, visual storytelling, interactive design, film and television production

**Business & Product:** Product strategy, client leadership, budgeting, Excel, QuickBooks, Google Workspace, Analytics, Ads, Trello and Basecamp

**Supporting Technical Fluency:** GitHub, cross-device QA, APIs, JSON, hosting, domains, deployments, security controls and troubleshooting

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## CREATIVE & STARTUP LEADERSHIP

### Founder & Creative Production Lead *RenderingZ.com* | Remote

- Founded and grew a successful architectural-visualization startup serving Ball Homes, Taylor Morrison, Black & Decker, and other residential, commercial, and product brands.
- Directed remote artist teams and owned client acquisition, contracts, schedules, quality, bookkeeping, payments, collections, and delivery; built an Excel model for revenue and production costs.

### Film & Television Performer, Stand-In & Double SAG-AFTRA and Major Productions | South Florida | 2013-Present

- Support principal actors and technical departments by rehearsing blocking, matching marks and eyelines, reading off-camera dialogue, and maintaining continuity during camera and lighting setups.
- Worked under SAG-AFTRA contracts as an actor, stunt double, and commercial hand model, including multiple McDonald's engagements.
- Production history spans *Spider-Man: No Way Home*, *Loki*, *Godzilla: King of the Monsters*, *Watchmen*, *Mindhunter*, *American Crime Story*, *Bloodline*, *Pain & Gain*, and other major features and series.

### Lead Designer, Web Deployment & Audience Growth *Selected Early-Stage Companies* | Miami Beach

- Led web, advertising, recruitment, and production design for Global Travel & Trade, a six-person travel startup.
- Independently designed, built, and deployed property-marketing websites for real estate agents through Caio Bella.
- Managed two social media accounts for an independent media startup with a combined audience of 80,000+.

## LEADERSHIP SCOPE

**End-to-End Ownership:** Product definition, priorities, workflow architecture, design decisions, testing standards, deployment, and continuous improvement

**Cross-Functional Delivery:** Turn business goals into plans for agents, vendors, creative teams, and technical partners

## CREDENTIALS

**Bachelor of Science in Photography** | The Art Institute of Pittsburgh

**Technical Certificate** | Defense Information School (DINFOS) | Fort Meade, Maryland

**Photographer's Mate, Petty Officer Third Class (E-4)** | United States Navy | VP-16

**Additional:** SAG-AFTRA eligible | Long-term voice actor for confidential broadcast clients | [IMDb screen credits](#)