

“Joe offers a unique mix of creative and technical skills, along with a strong business background. He has the ability to create compelling, unique designs, and use his technical skills to bring those designs to life. In addition, he’s dependable and a joy to work with!”

— *Tim Dietrich*
timdietrich.us



Joe Fino

Designer, Developer, Author, Photographer, Leader

I’m a geek. But, I’m fine with that. Probably because geeks like me are behind many of the most exciting things happening online today.

Like a lot of “80s kids,” I would be transported to new places by video games; and by age 11, I was obsessed with the technology behind them. In a way, you might say learning how to program in Basic on my Commodore VIC-20 helped prepare me for work I would later do for BMW, Lincoln Center, The Bermuda Department of Tourism and Wells Fargo.

Today, I lead a talented and forward-thinking team of interactive strategists, designers, animators and developers who are constantly pushing themselves to innovate. We help everyone from national real estate companies to art institutions to universities create an online presence that is engaging, tells a story, and more than anything, serves a purpose.

The geek in me cannot help but point out that we are developing sites that are, well, cool. The suit in me, though, is very excited by the fact that we are transforming businesses, transforming the way people shop and interact—the way people live.

Given the state of technology today, the virtual world is no longer a destination; instead, it has become seamlessly integrated in our lives. This is due to a number of reasons; it is part design, and part web application—giving us the technology that allows us to engage people on a personal level.

I find it funny when I think back to the hours I used to spend with my VIC-20 and Atari video games . . . how far we have come. It feels like I am on a great adventure of ideas and innovation, one that started for me in 1980 and continues today.

Notables

Gold and Silver Addy Award Winner
Webby Honoree
Judge, WebAwards competition 2007 & 2008
2006 Mature Media Award
Bryce Forum — Select Gallery Award Winner — 3D design
Photographer’s Forum Magazine — Award of Excellence