

CREATIVE DIRECTION · DESIGN · WRITING

Joe Klinker

A personal studio, informed by brand building, published storytelling and a career in communications.

Joe is a creative director, designer and writer. He owns and directs IOTA, where he works on identities, publications, campaign materials and scoped websites. He works directly with the people commissioning and approving the work, from an agreed brief through final production.

A founder's perspective

Joe founded Tiny Saints, a Catholic brand built around accessible visual storytelling about the saints. His Tiny Saints work is a historical reference; his ownership has ended. He also wrote Tiny Saints children's board books published by Our Sunday Visitor. Manuel Corsi is the books' illustrator.

A communications background

Joe served in the U.S. Coast Guard from 2003 to 2015, reaching the final rank of Lieutenant Commander. He later served as Chief, Media Relations Division, and was a press aide to Admiral Thad Allen during the Deepwater Horizon response. He also wrote and taught undergraduate Corporate Communication curriculum as an adjunct at Boston University.

The current creative work

The studio brings that background to practical visual decisions: a usable publication, a clear page, a coherent identity or a small set of reusable materials. Current development includes the EverAudio brand and podcast work; Duck is a theater concept in development.

Published author credit

Our Sunday Visitor's March 2020 gift guide credits Joe as writer and Manuel Corsi as illustrator of the Tiny Saints board books.

[View the publisher credit ↗](#)

JOE KLINKER · REVIEWED BACKGROUND

Career & education

Selected experience, with role titles and project status kept precise.

Owner & creative director · IOTA · Present

A personal creative practice spanning visual direction, identity guidance, publications, campaigns and scoped digital work. A practice-brand description; no start year is asserted.

Founder & brand creator · Tiny Saints · 2013-2026

Founder, identity and product storytelling, and board-book writing. The historical period is owner-supplied; Joe's ownership has ended. Illustrations for the OSV board books are by Manuel Corsi.

Marketing and Communications · Catholic Foundation of Central Florida · 2015-2016

Communications and creative work supporting diocesan ministries, parishes, donors and campaigns, including campaign materials, video storytelling and benefactor communications.

Public affairs · U.S. Coast Guard · 2003-2015

Public affairs and media relations responsibilities grew across the career. Later role: Chief, Media Relations Division. Final rank: Lieutenant Commander. Deepwater Horizon role: press aide to Admiral Thad Allen.

Adjunct instruction · Boston University

Wrote and taught undergraduate Corporate Communication curriculum and guided students through client work in PRLab. Teaching dates are omitted because the complete term range remains unresolved.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

M.A., Mass Communication · 2010

BELMONT ABBEY COLLEGE

B.A., Philosophy · 2003

A contemporary founder interview

Lisa Hendey's CatholicMom interview of August 26, 2013 discusses Tiny Saints and Joe's Coast Guard service at the time.

[Read the interview ↗](#)

Career and education details reflect reviewed career material. Historical roles do not imply current institutional affiliation or endorsement.