

MEZZ VISUALS

RESUME OF JOSH PILON - LOCATED IN PORTLAND, MAINE - OPEN TO RELOCATION

MIXED MEDIA
CREATIVE



OBJECTIVE

Experienced Graphic Designer with 8+ years of professional experience in print, web, and digital design.

Skilled in Adobe Creative Suite, 3D Rendering, Animation and VJing / Content Creation for live events.

Applying for the position of Graphic Designer to further develop creative projects and brand awareness.

TOOLSET

- + Adobe Photoshop
- + Adobe Illustrator
- + Adobe After Effects
- + Slack Software
- + Maxon Cinema 4D
- + Otoy Octane Render
- + Resolume Arena
- + Affinity Design Suite
- + Active Campaign CRM

SKILLS

- + 3D Rendering
- + Animation
- + Live Visuals
- + Digital Marketing
- + Branding Design
- + SEO
- + Print Design
- + Apparel Design
- + Social Media Management
- + Live Streaming

PROJECTS

360° VISUAL EXPERIENCE SOUTH WORTH PLANETARIUM

VJ + GRAPHIC DESIGNER (PORTLAND, ME) (JAN. 2022 - FEB. 2023)

Curated and created visuals for a 3-hour audio-visual experience inside a planetarium featuring bass music acts: LZRD PPL, Voartyx and Frictus, for an audience of 70 people, using Resolume Arena and a projector. Also collaborated on the flier design.

TERNION SOUND LIVE TOUR VISUALS

3D DIGITAL ARTIST (PORTLAND, ME) (JAN. 2022 - FEB. 2023)

Designed a package of live visual assets for Ternion Sound's live shows across Japan, Europe and the States, displaying content at over 50 events in various venues, in various countries - solely worked with Andrew (of Ternion Sound) on this project.

PSYCHEDELIC SLEEPOVER MUSIC & ARTS FESTIVAL

CREATIVE DIRECTOR + GRAPHIC DESIGNER (PORTLAND, ME) (JAN. 2022 - FEB. 2023)

Created all branding and assets for the Psychedelic Sleepover Music & Arts Festival (Year 2) including flier, video promo, social media posts, apparel, and other promotional material, live visuals and more.

THE JOURNEY

VIEW THE PORTFOLIO AT:
MEZZVISUALS.COM

SMITTY'S CINEMA

GRAPHIC DESIGNER (REMOTE, ME) (CURRENTLY EMPLOYED)

- Designed overhead displays for 4 locations on tight deadlines including promotions, events and movies which improved customer satisfaction and communication by an estimated 20%.
- Designed and sent weekly email campaigns for 35,000 subscribers, increasing open rates by 25% and click thru rates by 35%.
- Created a weekly post schedule and designed graphics for Facebook, the theater's most active social media channel, to increase engagement and traffic to the website by 20% in Q1.

GEARY BREWING COMPANY

GRAPHIC DESIGNER (PORTLAND, ME) (JAN. 2022 - FEB. 2023)

- Created logos, stationary, packaging, landing pages and tradeshow displays that effectively conveyed brand messaging, leading to a 5% increase in overall beer sales.
- Produced illustrations and digital images to meet corporate style guidelines, unified messaging across social media platforms and beer labels increasing engagement by 30%.
- Designed advertising for New England's First Craft Brewery seen in the Sea Dogs baseball stadium and on packaging found at Hannaford, Walmart, and other New England supermarkets.

THE STRAINRITE COMPANIES

GRAPHIC DESIGNER (AUBURN, ME) (JAN. 2022 - FEB. 2023)

- Created various graphic designs for social media, marketing campaigns, and websites, promptly turning around multiple requests within short timeframes to meet project deadlines.
- Synthesized design concepts across multiple platforms to generate customer engagement and awareness, increasing views by 40% and conversions by 30%.
- Developed a wide range of assets including illustrations, logos, icons, and 3D renderings, ensuring maximum visual impact and brand compliance.

FREELANCE DESIGNER

GRAPHIC DESIGNER (REMOTE, ME) (CURRENTLY EMPLOYED)

PANGOLIN LASER SYSTEMS

GRAPHIC DESIGNER (SANFORD, FL) (MAR 2019 - OCT. 2021)

- Analyzed social media performance metrics of all social media platforms through 3rd party software to monitor and introduced recommendations on how to improve engagement.
- Created and designed social media posts for 5 accounts with over 58k followers, and 25+ email campaigns with 65% open rate, and 45% click through rate.
- Provided 40% savings on marketing costs while reducing turnaround time by 50% by managing in-house design, media buying and production resources.

CLIENTS+REFERENCES

TERNION SOUND - LITA LOTUS - REWIND 140 - AMERICAN GRIME - JOSH TEED
BACKHAND PINBALL

CONTACT ME

MEZZGFX@GMAIL.COM

PHONE: 207-651-9034 (PORTLAND, ME) (IG: @FOREVERMEZZED)

EDUCATION

SOUTH PORTLAND HIGH SCHOOL

HIGH SCHOOL DIPLOMA (PORTLAND, ME) (GRAD. JUNE 2013)

