

STEVE PILON

Digital Creative Director • UX/UI Designer
New York City

PHONE: 404-429-5591
EMAIL: steve@stevepilon.com
WEBSITE: www.stevepilon.com
LINKEDIN: [linkedin.com/in/hiresteve/](https://www.linkedin.com/in/hiresteve/)

OVERVIEW AND OBJECTIVE

I am a seasoned Digital Creative Director and UX/UI Designer with a deep understanding of digital marketing and user-centered web design.

With over 15 years of national consumer brand experience, I have worked with agencies of all sizes, including JWT, Merkley, Cox Interactive, Code18 Interactive, Moxie Interactive, Inflexion Interactive, Kilgannon, and GO! Experience Design.

Versatile and reliable, I have a proven ability to bring practical solutions to complex creative and technical problems. I love cultivating, leading, and mentoring strong creative teams, and know how to manage projects from initial proposal through final delivery. With an uncommon ability to explain complicated subjects in an approachable, down-to-earth manner, I am very much at ease in a client-facing role.

My work experience spans several B2C verticals including Consumer Packaged Goods (UNISOM, Gold Bond, Balmex, ACT), Consumer Electronics (Brother, CDW, Texas Instruments, ATI) Telecommunications (Verizon Wireless, BellSouth, Cingular, SouthernLINC), and Media (TKTS, Algonquin Books, Workman Publishing, CNN.com, USA Today).

With strong organizational skills and an exceptional eye for detail, I always exceed client expectations and deliver quality work on time, on budget, and on strategy. My portfolio includes mobile apps, responsive websites, WordPress websites, static websites, rich media banners, Flash microsites, and more.

I am currently available and seeking new opportunities in the New York City area.

SKILLS AND STRENGTHS

CREATIVE:

- Concept development and user-centered design for desktop and mobile.
- Comprehensive hands-on art direction, Flash development and graphic design skills.
- Intuitive, elegant and user-friendly UI and UX design.
- Platform-agnostic responsive web design.
- Development of successful digital branding and marketing strategies.
- Information architecture and wireframing.

MANAGEMENT:

- Leadership of design and development teams for digital and online media.
- Clear and precise communication with creatives, developers and clients alike.
- Able to establish and grow profitable client engagements and vendor relationships.
- Able to articulately present, explain and defend agency work.
- Identify, recruit and mentor talent in order to enhance team skills and productivity.
- Develop and document best practices for efficient organization and management.

SKILLS AND STRENGTHS, CONTINUED...

INDUSTRY TOOLS:

- Desktop: Adobe Creative Suite for Mac (Photoshop, Illustrator, Flash, After Effects, etc..)
- Server: Linux, Apache, MySQL, PHP, Exim, WordPress.

PROFESSIONAL EXPERIENCE

FREELANCE New York, NY JUL.2012 - PRESENT

Agency Clients: Inflexion Interactive, PureNine Studios, OysterLabs

CODE18 INTERACTIVE Atlanta/Hoboken FEB.2008 - PRESENT

Founder / Creative Director

Select Clients: Gold Bond, Unisom, ACT Fluoride, Algonquin Books, BuyBook Technology

- Created a profitable full-service digital agency with a scalable workflow process.
- Assembled and managed a versatile and talented five member creative team.
- Responsible for establishing and managing all client and vendor relationships.
- Creative and technical leadership of multiple concurrent projects.

JWT C•E•T (now JWT Atlanta) Atlanta, GA AUG.2006 - FEB.2008

Senior Interactive Designer

Select Clients: CDW, Brother, Texas Instruments, ATI

- Key leadership role in the establishment of agency's first digital department.
- Developed and implemented workflow processes for digital design and production.
- Recruited, mentored and trained a strong team of talented Flash designers.
- Led the presentation of digital advertising concepts to clients.
- Developed numerous successful creative concepts for rich media advertising campaigns.
- Provided design and production for banners, websites, landing pages and more.

FREELANCE INTERACTIVE DESIGNER Atlanta, GA APR.2000 - AUG.2006

Agency Clients: Moxie Interactive, GO! Productions, Kilgannon, Shelton Communications

Direct Clients: CNN.com, Money.com, Cingular Wireless

- Provided design and production services for agencies and direct clients alike.
- Cultivated profitable working partnerships with other local designers and small firms.

MP3RADIO.COM (Cox Interactive Media) Atlanta, GA NOV.1999 - APR.2000

Art Director / Designer (in-house)

- Designed a modular and brandable UI for a national network of local music websites.
- Executed custom branding on behalf of numerous partner radio stations.
- Helped develop a flexible production system to rapidly deploy network websites.

MERKLEY NEWMAN HARTY Atlanta, GA NOV.1997 - NOV.1999

Atlanta Studio Manager

Select Clients: BellSouth, Mercedes-Benz, the airline that eventually became JetBlue

- Manager of graphic arts studio for the Atlanta office of the NYC-based agency currently known as Merkley+Partners.
- Provided a variety creative and production services to both the agency and its clients.
- Participated in and provided creative support for several new business pitches.
- Served as day-to-day liaison with the agency's headquarters in New York City.

ADDITIONAL PERSONAL INFORMATION

After 25 years of living in the great city of Atlanta, I recently relocated to the New York City area with my wife and two Airedale Terriers. I have been the founder or co-founder of four profitable small businesses, and a trusted advisor to dozens of start-ups. I am passionate about technology, design, live music, skiing, architecture, pop culture, independent music and film, and new experiences in general. An endlessly curious traveler, to date I have visited 46 states, and 18 countries on three continents. I began my career in the music business, working for indie labels, commercial radio and music magazines. And I have toured the US as the manager of a professional working rock band, running shows everywhere from CBGB to Universal Amphitheatre. Before leaving Atlanta, I thoroughly renovated every inch of a historic 1920 Craftsman bungalow inside and out - a project which took nearly 14 years to complete. And I am a dedicated Macintosh enthusiast, loyal to the platform for over 20 years.

PROFESSIONAL ASSOCIATIONS

I am an active member of the Apple Developer Program, AIGA, AIMA, ATDC and CHI*A. I am also a regular attendee of industry events such as SXSW and An Event Apart.

EDUCATION

1988-1992: Georgia State University, College of Arts and Sciences, Atlanta, Georgia
Bachelor of Science degree

1986-1988: Art Institute of Atlanta, Atlanta, Georgia
Associate of the Arts degree

SELECT NATIONAL BRAND EXPERIENCE

ACT Fluoride	ATI	Verizon Wireless	Intercontinental Hotels
Gold Bond	CDW	Cingular Wireless	USA Today
Unisom	UPS	SouthernLINC	Texas Instruments
Algonquin Books	CNN	BellSouth	Mercedes Benz
Workman Publishing	TKTS	Money.com	Merge Records

DIGITAL PORTFOLIO

www.StevePilon.com