



# Pietro Mezzano

## Art Director & Motion Designer

Specialising in video storytelling, motion design and social-first content for brand campaigns.

### CONTACTS

01

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### EXPERIENCE

02

2025.01 - Present

#### Migrante Content

Art Director & Motion Designer - Freelance (ongoing collaboration)

Art Director and video editor specialising in brand storytelling across social and digital formats. Developed campaign concepts and key visuals for global brands, directed and edited short-form content for Instagram and YouTube, and applied motion design and AI generative tools to streamline creative production.

2024.09 - 2025.03

#### Volunteering (Civic Service)

Civic service at a public library alongside freelance client development.

2023.09 - 2024.09

#### H48

Art Director & Motion Designer - Freelance collaboration

Supporting the development of advertising concepts and campaigns. Created concepts and storyboards for web commercials and pitches, collaborating with Senior Art Directors, Creative Directors and copywriters.

2017.08 - 2023.09

#### HUB09

Digital Art Director & Motion Designer - Permanent Employee

Digital Art Director working on integrated ATL and social advertising campaigns and coordinating banner assets with strategy and social teams.

### EDUCATION

03

2014 - 2017

#### I.E.D. Turin

Bachelor in Visual Communication & Advertising (Honours)

### SKILLS

04

Video Editing & Post-Production

Motion Design (After Effects)

Short-form & Long-form Storytelling

Art Direction & Visual Concepts

AI & Generative Tools

### TOOLS

05

Adobe Premiere Pro

After Effects

AI & Generative Tools

### LANGUAGES

06

English – Professional proficiency (B2)

Italian Native