

Joe Dayton

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EDUCATION

Occidental College, Los Angeles, CA—B.A. Media Arts and Culture, Magna Cum Laude, May 2025

EXPERIENCE

Freelance Graphic Designer, New York, July 2024 - present

Collaborate directly with a wide range of clients to understand company needs, delivering clear, high-impact visual communication of brand-specific goals for diverse audiences. Produced logos, campaign materials, and mockups that translated clients' strategic ideas into polished, audience-focused designs.

Creative Director—Mallard Street Records, Washington, February 2026 - present

Creative director of a digital production and artist representation company supporting musicians with booking, branding, and promotional strategy. Worked collaboratively and guided clients on design best practices, production limitations, and platform-specific requirements while aligning creative execution with their goals.

Production Assistant—Sheletta Makes Me Laugh, Minneapolis, June - August 2023

Supported end-to-end production of interviews, including multi-camera setup, lighting, and audio management, ensuring quality visuals and sound in fast-paced environments. Captured and edited short and long form content for major company initiatives, such as the launch of the Black Business Month Spotlight billboard campaign, for use across social platforms.

Vice President of Service—Occidental College Greek Council, February 2023 - May 2025

Organized multiple Greek Life Organizations and executed community service projects, with proceeds going to student scholarship funds. Personally oversaw and led multiple fundraising events in collaboration with national and local non-profits, raising over \$4000 for various causes.

SKILLS

Art Direction, Copywriting, Production, Graphic Design, Motion Design, Visual Storytelling

Adobe Creative Suite, Figma, PowerPoint, Excel, Blender, Cinema 4D, Framer, AI Coding, AI Image Generation.