

CREATIVE BRAND +
EXPERIENTIAL DESIGN

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Mike Force is a multidisciplinary designer, brand manager, art director, and illustrator with a focus on thoughtful, problem-solving creative.

He spent 13 years at Harvest Creative, helping guide the agency's growth while working on branding and experiential projects for clients such as Wendy's, Walmart, and Tractor Supply Co., along with developing brands for local restaurants and consumer products. For 14 years, he also served as the creative designer for Hattiloo Theatre, creating everything from seasonal play artwork to merchandise and fundraising materials.

Most recently, Mike worked as Senior Creative Designer for Opry Entertainment Group, supporting brand expression for Ole Red, Category 10, the Ryman Auditorium, and the Grand Ole Opry, as well as the company's internal, B2B, and B2C communications. During his time there, he received the RHP Chairman's Award for communication and collaboration.

He currently lives in Nashville, TN with his magical wife, Michelle, and their two furry children, Penny and Piglet.

MIKE FORCE

ORGANIZED
DISCIPLINED
INTUITIVE
IMAGINATIVE
ANALYTICAL THINKER
HUMANITARIAN
LEADER

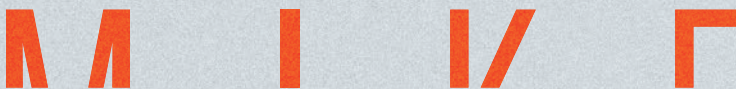
FREELANCE 2024 - CURRENT

RYMAN HOSPITALITY PROPERTIES Senior Creative Designer 2019-2024

I managed brand assets for RHP Corporate and Opry Entertainment Group, ensuring the identity system remained accurate and consistent across all touchpoints and platforms throughout the corporate environment. To strengthen brand integrity and efficiency, I developed a comprehensive brand asset library that provided employees and stakeholders—across corporate offices and venues—access to current, easy-to-use materials. This resource empowered teams to confidently create on-brand, in-venue collateral while saving time and reducing costs. In addition to managing corporate and venue branding, I also created branding for internal, employee-centric projects, helping foster a stronger sense of culture and alignment within the organization.

HARVEST CREATIVE Swiss Army Knife Designer Creative Director 2007-2019

I spent 13 years at Harvest Creative, joining as the very first employee to its two-man founding team. As the studio grew, I helped shape the creative department by recruiting and collaborating with a slew of talented designers. During my time there, I contributed to award-winning branding and experiential projects for clients ranging from Walmart, Tractor Supply Co., and Wendy's to a wide variety of local restaurants and businesses. The role was incredibly hands-on—I became deeply versed in print production, fabrication techniques, illustration, and team management. Harvest Creative was where I honed my craft, expanded my capabilities, and learned how to build impactful brand experiences from the ground up.



HATTILOO THEATRE Creative Designer + Brand Strategy Consultant 2006-2019

For 14 years, the creative direction for Hattiloo Theatre was developed in close collaboration with the founder, shaping each season's unique theme and comprehensive branding. The extensive body of work encompassed an integrated campaign design, which included the creation of imagery for the entire poster series, brochures, fund-raising materials, merchandise, and digital assets. It also involved a targeted identity refresh for both the icon and logotype to align with the theatre's growth, alongside visual storytelling through the art direction of photoshoots to capture authentic imagery that champions Black stories and the theatre's mission. This work was instrumental in defining the visual "Hattiloo Experience" and supporting the organization's legacy as the region's only freestanding Black repertory theatre.

AMERICAN DIGITAL Graphic Designer + Digital Print Specialist 2003-2007

For three years, I worked in an environment that became my crash course in digital printing and file management. I learned how to troubleshoot—and solve—virtually any file-prep issue that came my way, developing a strong command of production workflows, organization systems, and digital asset handling. The pace was fast and constant, which pushed me to become lightning-quick and highly accurate as I handled a steady stream of incoming jobs. I regularly performed press checks, managed product fulfillment, and built a foundation of technical knowledge that spanned everything from alpha channels to Zip drives.

