

Creative Director | Brand Systems & Experiential Design

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PROFESSIONAL SUMMARY

Award-winning Creative Director known for connecting strategy, craft, and production to deliver cohesive brand experiences across digital, physical, and experiential touchpoints. Expert in building scalable brand systems for national icons like the Grand Ole Opry, Ryman Auditorium, and Wendy's. Currently specializing in AI-augmented workflows to accelerate conceptualization, asset generation, and multi-channel consistency for modern brand ecosystems.

PROFESSIONAL EXPERIENCE

OPRY ENTERTAINMENT GROUP

Senior Creative Designer / 2019–2024

- Led brand development and execution for Ole Red, Category 10, The Ryman Auditorium, and The Grand Ole Opry.
- Created and maintained comprehensive brand systems supporting internal, B2B, and B2C channels for Ryman Hospitality Properties.
- Art directed external agencies on scalable website strategies for multi-location growth.
- Managed in-store environmental signage from concept through production, including vendor coordination and press checks.
- Directed and mentored junior designers and freelance creatives, ensuring high production standards across all brands.
- Developed corporate brand asset libraries in SharePoint to support Marketing, Retail, HR, and C-Suite needs.

HARVEST CREATIVE

Creative Director | Brand Manager / 2007–2019

- Led brand identity and experiential design for national retailers including Wendy's, Walmart, and Tractor Supply Co.
- Served as brand manager for long-term clients, guiding strategy and consistency across print, digital, and environmental touchpoints
- Collaborated with architects on environmental layouts and in-store signage for Whole Foods and restaurant brands
- Directed photography sessions for food, product, lifestyle, and executive assets

INDEPENDENT DESIGN & BRAND CONSULTING

Freelance Creative Director | 2024–Present

- Providing brand strategy, creative direction, and design support for select clients across brand, experiential, and fine art projects
- AI Innovation: Integrated Generative AI tools (Midjourney, Adobe Firefly) into traditional design workflows to reduce concept-to-mockup turnaround times by 40%
- Dedicated a strategic transition period to mastering prompt engineering and AI-augmented asset generation to support high-scale brand consistency

HATTILOO THEATRE

Creative Designer (Contract) / 2006–2019

- Led seasonal brand expression, key art, and fundraising materials for theatrical productions

PROJECT HIGHLIGHTS

- **Opry Entertainment Group**
 - **Ole Red Multi-Location Expansion:** Spearheaded the comprehensive brand system for new Ole Red locations. Directed external agencies on scalable website strategies, resulting in a 40% increase in digital engagement across new markets
 - **Corporate Asset Management:** Developed and optimized corporate brand asset libraries in SharePoint, reducing design turnaround time by 30% for Marketing, Retail, and HR departments
 - **Environmental Signage Production:** Managed in-venue signage for Ryman Auditorium and Grand Ole Opry from conceptual design through press checks, ensuring high-fidelity brand execution in high-traffic physical spaces
- **Wendy's (Harvest Creative)**
 - **Brand Identity Refinement:** Acted as co-lead designer on the national rebrand, meticulous spline-tweaking the iconic Wendy cameo and wordmark to ensure modern appeal while honoring heritage
 - **Experiential Design Overhaul:** Collaborated on the "Image Activation" initiative, designing high-end interior finishes, wayfinding signage, and open-kitchen concepts to elevate the fast-food environment to a fast-casual feel
- **Whole Foods Market (Harvest Creative)**
 - **Localized Brand Experience:** Re-imagined the global brand identity from localized perspectives for new stores. Designed custom décor packages, including environmental graphics and intriguing color/material palettes tailored to unique city heritages
 - **Intuitive Wayfinding:** Developed a congruent experience for corporate offices and retail spaces by implementing direct-printed routed birch wood and color-coordinated vinyl wall coverings to enhance navigation and brand immersion

TOOF / AMERICAN DIGITAL PRINTING

Graphic Designer + Digital Print Specialist / 2005–2007

- Built a technical foundation in digital printing, file preparation, and production workflows

CORE SKILLS

- **Leadership:** Creative Direction, Team Leadership, Brand Strategy, Mentorship, Vendor Coordination, Hiring
- **Design:** Brand Identity, Experiential & Environmental Design, Retail & POP,
- **UX & Web**
- **AI & Modern Workflow:** Generative AI (Adobe Firefly, Midjourney, Gemini, Chat GTP), Prompt Engineering, Figma, Webflow
- **Software:** Adobe Creative Cloud, Canva
- **Management:** Asana, Basecamp, Adobe Workfront, Microsoft Office 365, SharePoint, Shopify

AWARDS & FINE ART

- 30+ Gold ADDY Awards
- RHP Chairman's Award: Communication & Collaboration
- **Fine Art Experience:** Represented painter and illustrator; work featured in multiple juried exhibitions and publications

EDUCATION & DEVELOPMENT

- **Memphis College of Art:** Bachelor of Fine Arts, Graphic Design (2003–2005)
- **Northwest Community College:** Studied Graphic Design; School Paper Cartoonist (2000–2003)
- **Leadership Development:** Franklin Covey (The 7 Habits of Highly Effective People)
- **Industry Conferences:** Creative Works (2018, 2022), Brand New Conference (2017, 2024)

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