



MIKE FORCE

Creative Director | Brand Systems & Experiential Design

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PROFESSIONAL SUMMARY

Creative Director and Senior Brand Designer with 15+ years of experience building and managing scalable brand systems across retail, hospitality, entertainment, and corporate environments. Known for connecting strategy, craft, and production to deliver cohesive brand experiences across digital, physical, and experiential touchpoints.

PROFESSIONAL EXPERIENCE

OPRY ENTERTAINMENT GROUP

Senior Creative Designer / 2019 – 2024

- Led brand development and execution across Ole Red, Category 10, the Ryman Auditorium, the Grand Ole Opry, and corporate initiatives
- Created and maintained comprehensive brand systems for Opry Entertainment Group and Ryman Hospitality Properties, supporting internal, B2B, and B2C channels
- Art directed and partnered with external agencies on websites for Category 10, Ole Red, Ryman, and Opry Entertainment Group, with strategies built for multi-location growth
- Collaborated with local in-venue marketing managers to support scalable site updates including menus, calendars, and promotions
- Built operational signage, POP, and in-venue asset libraries, enabling consistent execution across locations
- Led in-store environmental signage from concept through production, including mockups, vendor coordination, and press checks
- Worked closely with paid media, social, email, and private events teams on integrated print and digital campaigns and brand-consistent collateral
- Partnered with the video department to supply brand-aligned motion graphics and animations for campaigns and digital content
- Developed and managed corporate brand asset libraries in SharePoint, supporting marketing, retail, HR, and C-suite access
- Created hiring and recruitment assets in partnership with HR teams across all brands
- Designed C-suite PowerPoint presentation templates, supporting executive communication and brand alignment
- Directed and mentored junior designers and freelance creatives, managing workflows and production standards

CORE SKILLS

Brand Strategy & Identity • Brand Systems • Creative Direction • Experiential & Environmental Design Integrated Print & Digital • Retail & POP • UX & Web Collaboration • Team Leadership

CAREER PAUSE — MEDICAL LEAVE

Oct 2024–Oct 2025

- Planned medical leave for treatment and recovery; fully cleared and prepared to return to full-time creative leadership roles

INDEPENDENT DESIGN & BRAND CONSULTING

Freelance Creative Director | 2025–Present

- Providing brand strategy, creative direction, and design support for select clients across brand, experiential, and fine art projects

HARVEST CREATIVE

Designer | Brand Manager / 2007 – 2023

- Led brand identity, campaign, and experiential design for national retailers, financial institutions, food and beverage, wellness, CPG, and restaurant brands
- Contributed to national campaigns for Wendy's, Walmart, and Tractor Supply Co., alongside regional and emerging clients
- Served as brand manager for long-term client relationships, guiding strategy, execution, and consistency
- Managed and directed junior designers and freelance creatives, providing mentorship and art direction
- Designed print and digital campaigns, POP displays, tradeshow booths, and experiential environments
- Collaborated with architects and environmental teams on mockups and layout design for Whole Foods and restaurant in-store signage
- Art directed photography including food, product, athletic, lifestyle, and executive headshots
- Applied deep production and print expertise, including screen printing, to ensure feasibility and quality from concept through execution

HATTILOO THEATRE

Creative Designer (Contract) / 2006 – 2024

- Led seasonal brand expression for theatrical productions, including key art, posters, merchandise, digital assets, and fundraising materials

TOOF / AMERICAN DIGITAL PRINTING

Graphic Designer + Digital Print Specialist / 2005–2007

- Built a strong technical foundation in digital printing, file preparation, asset management, and production workflows
- Troubleshoot complex file-prep and output issues, supported press checks, and ensured quality through fulfillment

TOOLS

Adobe Illustrator • Photoshop • InDesign
After Effects • Premiere Pro • Media Encoder
Lightroom • Acrobat & Acrobat Distiller • Figma
Asana • Basecamp • Adobe Workfront
Microsoft Office 365

AWARDS

- 30+ Gold ADDY Awards
- RHP Chairman's Award
Communication & Collaboration
- Standing Ovation Award
Communication and Teamwork

FINE ART EXPERIENCE

Painter, illustrator, and photographer with a fine art background that informs conceptual thinking and originality. Work has been included in juried exhibitions and supported through gallery representation.

PROFESSIONAL DEVELOPMENT

- Creative Works Conference — Attendee (2017, 2018, 2022)
- Brand New Conference — Attendee (2024)
- FranklinCovey — The 7 Habits of Highly Effective People (Leadership Development Program)