

CREATIVE BRAND +
EXPERIENTIAL DESIGN

USETHEMIKEFORCE.COM



Mike Force is a multidisciplinary designer and art director with a fine-art foundation that brings originality, sharp visual instincts, and inventive problem-solving to every brand he touches. His experience blends creative strategy with production expertise, allowing him to take work from concept to rollout with speed, clarity, and consistency.

He spent 13 years at Harvest Creative shaping national campaigns for Wendy's, Walmart, and Tractor Supply Co., while also developing identities for local restaurants and consumer products. He also served 14 years as Hattiloo Theatre's creative designer, producing full campaign systems across print, merch, and fundraising.

Most recently, Mike was Senior Creative Designer for Opry Entertainment Group, leading brand expressions for Ole Red, Category 10, the Ryman Auditorium, and the Grand Ole Opry across internal, B2B, and B2C channels.

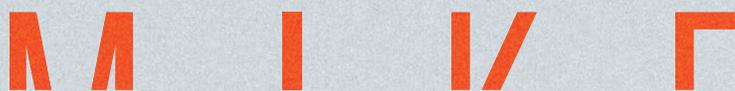
MIKE FORCE

ORGANIZED
DISCIPLINED
INTUITIVE
IMAGINATIVE
ANALYTICAL THINKER
HUMANITARIAN
LEADER

FREELANCING CURRENTLY

RYMAN HOSPITALITY PROPERTIES Senior Creative Designer 2019-2024

Brand assets for RHP Corporate and Opry Entertainment Group were managed to ensure the identity system remained accurate and consistent across all touchpoints and platforms within the corporate environment. A comprehensive brand asset library was developed to provide employees and stakeholders—across corporate offices and venues—with access to current, easy-to-use materials. This resource enabled teams to create on-brand, in-venue collateral confidently, while improving efficiency, reducing costs, and maintaining visual consistency. In addition to corporate and venue branding, identity systems were also created for internal, employee-focused projects, helping strengthen culture and alignment throughout the organization.



HATTILOO THEATRE Creative Designer + Brand Strategy Consultant 2006-2019

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 integrated campaign design, including imagery for the poster series, brochures, fundraising materials, merchandise, and digital assets. A targeted identity refresh was completed for both the icon and logotype to align with the theatre's growth, alongside visual storytelling through art-directed photoshoots that captured authentic imagery celebrating 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.

HARVEST CREATIVE Swiss Army Knife Designer Creative Director 2007-2019

Joining Harvest Creative as the first employee on its two-person founding team, the role grew alongside the studio, helping shape the creative department through recruiting and collaboration with a talented team of designers. Contributions spanned 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 work was highly hands-on, developing deep expertise in print production, fabrication techniques, illustration, and team management. Harvest Creative provided the opportunity to hone craft, expand capabilities, and build impactful brand experiences from the ground up.

AMERICAN DIGITAL Graphic Designer + Digital Print Specialist 2003-2007

Working in digital printing and file management became a hands-on crash course in troubleshooting and fixing almost any file-prep problem. It taught me the ins and outs of production workflows, organization, and handling digital assets. The fast pace meant staying quick and accurate while juggling a constant stream of jobs. Along the way, I did press checks, managed product fulfillment, and picked up a wide range of technical skills—from alpha channels to Zip drives.

