

# Michael Tyznik.

## Senior designer at Beardwood&Co. New York. 2012-present.

Designed the logo, visual identity, and corporate website for **Edgewell**, a \$2.3B personal care company. Managed development for the trilingual website and financial integrations.

Designed and executed the visual identity system for **TSYS**, a \$5B payment processing company. Created all applications for and wrote a 140-page brand guidelines document. Created templates and tutorials for internal design team to execute future designs.

Redesigned packaging for \$1B pet food brand **Hill's Science Diet**, and designed packaging for new brand **Hill's Bioactive Recipe**. Managed pet photo retouching, created product navigation system, and managed freelance designers to extend design to over 60 SKUs.

Redesigned packaging for **Honest Tea**. Managed photo retouching and design extensions. Sales increased after the redesign, which won a Dieline/Nielsen Design Impact Award.

Planned and designed environmental installations for exclusive launch events for **Sperry**.

Helped innovate new products and designed concept packaging for **Colgate-Palmolive, Anheuser-Busch InBev, and Starbucks**.

Designed new brands, concepts, packaging, and websites for clients including **Bayer, Sabra, Climax Moonshine, Country Life Vitamins, and Little Secrets**.

Jack-of-all-trades for the design studio, self-teaching and educating the team on **3D rendering, web design and development, Basecamp, and Adobe applications**.

## Art director at Pompei AD. New York. 2009-2012.

Rebranded 1400-store fashion retailer **Monsoon**. Designed logo, visual style, corporate collateral, and environmental graphics, and wrote 130-page brand guidelines. Refreshed logo for sister brand **Accessorize**.

Created new store design for Mexican fashion retailer **Ferriano**.

Rebranded furniture retailer **Lovesac**. Featured in *Dynamic Logo* by Dopress Books.

Designed unique site-specific architectural installations for **Urban Outfitters**.

Hired as architectural designer but quickly transferred into branding. Eventually promoted to Art Director, **leading all branding and graphic projects**.

## Graphic and web design consultant for HighStreet. Cincinnati. 2006-2019.

Designed, developed, and created content for the **website, blog, and Mailchimp newsletter** and designed collateral for the award-winning design firm and lifestyle store.

**Retail design intern at Pompei AD. New York. 2008.**  
**Architectural intern at Kohn Pedersen Fox. New York. 2008.**  
**Architectural intern at WDG Architecture. Washington, DC. 2007.**

**michael@tyznik.com**  
**614/282-3852**  
**linkedin.com/in/tyznik**

1451 W Balmoral Ave #3S  
Chicago, IL 60640

## PORTFOLIO

tyznik.com  
contact for latest work

## EDUCATION

B.S. Architecture  
University of Cincinnati  
Cum laude, 2009

## DAILY DRIVERS

Illustrator, Photoshop,  
InDesign, Keynote,  
MS Office, SketchUp,  
macOS, Windows

## FAMILIAR WITH

HTML, CSS, Javascript,  
PHP, Python, Linux shell  
AutoCAD

## WHAT ELSE?

I design fantasy transit maps in my spare time. My [map of Game of Thrones](#) went viral and was featured in the [Washington Post](#), [The Guardian](#), and [Fast Company](#), shortlisted for the Information is Beautiful Awards, and I've sold almost 700 prints.

I [redesigned](#) US currency for a contest, and my entry was convincing enough that there's now a [Snopes.com](#) page about it.

I'm studying Japanese and passed the JLPT N4 standardized test in Dec 2018.