

# Michael Tyznik.

## EXPERIENCE **Senior designer at Beardwood&Co.**

New York. 2012–present.

Design packaging and branding, and source packaging structures for the household goods, technology, and beverage industries.

## **Graphic and web design consultant for HighStreet.**

Cincinnati, Ohio. 2006–2014.

Designed, created content for, and managed the website (behighstreet.com), blog (highstreetculture.com), and email newsletter for the design firm and lifestyle store.

## **Art director at Pompei AD.**

New York. 2009–2012.

Promoted from project manager, to senior project manager, to art director. Designed the new logo, developed packaging and extensive brand standards for British retailer Monsoon. Redesigned logo for British retailer Accessorize. Rebranded of furniture retailer Lovesac, including logo design, packaging design, and retail design. Developed store collateral for shoe retailer Loˆcale. Developed unique store installations and concepts for several Urban Outfitters store locations. Redesigned and developed the firm’s website. Art managed all firm documents.

## **Retail design intern at Pompei AD.**

New York. Paid internship. 3 months, 2008.

Worked with a team to reconceptualize Coles Supermarkets’ customer experience. Worked with a team to redesign the Disney Store in North America.

## **Architectural intern at Kohn Pedersen Fox Associates.**

New York. Paid internship. 3 months, 2008.

## **Architectural intern at WDG Architecture.**

Washington, DC. Paid internship. 7 months, 2007.

## EDUCATION **University of Cincinnati.**

**Bachelor of Science in Architecture, June 2009.**

Graduated cum laude from the University Honors Scholars program and with professional practice certificate. Awarded UC|21 and Cincinnati University scholarships, which provided full tuition and housing funding. Designed exhibit for Department of Energy nuclear waste rehabilitation site.

## **Danish Institute for Study Abroad.**

**Scandinavian Architecture and Design program. 3 months, 2008.**

Designed community basketball facility for a Copenhagen neighborhood. Traveled on study tours around Denmark and to Sweden and Finland.

## PORTFOLIO

tyznik.com

## CONTACT

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## FIELDS OF INTEREST

branding  
information graphics  
map design  
transit design  
packaging design  
environmental graphic design  
wayfinding and signage  
branded environments  
retail design  
exhibition design  
architecture

## SOFTWARE

Illustrator  
Photoshop  
InDesign  
Acrobat  
AutoCAD  
SketchUp  
Office  
Keynote  
Mac OS X  
Windows

## WEB TECHNOLOGIES

HTML  
CSS  
Javascript / jQuery  
PHP  
Wordpress

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## RECOMMENDATIONS

“While at Pompei A.D., I worked closely with Michael on the rebranding of British retailer Monsoon. In a very short period of time, we accomplished a body of work outstanding in both breadth and quality. It would not have been possible without a partner as strong as Michael. He truly is a rare commodity; an incredibly talented creative, sharp strategic thinker, master of craft both technical and traditional, articulate professional, and forwarding thinking tastemaker—not to mention a wonderful person and team player. Highly recommended!”

**Melissa Laux**

**Art director at Coach**

“Michael Tyznik is a gifted designer. He is able to take creative components provided and pull together cohesive, great looking work that fits within our brand extremely quickly. It is my pleasure to work with him. I respect his practical side and his creative side. In any work he does, he becomes primary in his contribution. Both sides of his brain work extraordinarily well and this makes him a real find within the creative world. Any design team would be lucky to have him yet he is also successfully self-guided, showing well-rounded ability, ambition and initiative in all of the work he touches. He has my highest recommendation.”

**Leah Sweeney Spurrier**

**Partner at HighStreet**

“An exceptionally talented designer and conceptual thinker, Michael possesses a wonderful sense of composure when faced with the pressure of tight deadlines and last minute changes. At KPF, Michael earned a reputation for both accuracy and quality in his work and as a result was active in producing materials for client presentation. On top of all of this, he’s a great person, conversationalist, and team player.”

**Terry Hudak**

**Architectural designer at Kohn Pedersen Fox**

“Michael is a rare commodity; he consistently delivers thoughtful and innovative ideas. Combined with his talents in spatial and graphic design, he represents the small, but growing, pool of truly multi-disciplinary design talent.”

**Ericka Hedgecock**

**Adjunct professor at the University of Cincinnati**

“Michael is among the brightest, and most articulate young professionals I have encountered. He demonstrated a rare and hard to find ability to translate theoretical discourse into well thought out design. Speaking from my experience in working with young architects for the last 13 years, Michael stands out as a young architect that will be a major contributor to any firm he joins. I recommend Michael with no hesitation and believe he has a great future ahead of him.”

**Sean Stadler, AIA, LEED AP**

**Associate principal at WDG Architecture**