

# 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

## 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 took the JLPT N4 standardized test in Dec 2018.

# Michael Tyznik.

"Mike is an extraordinary multi-talented individual who makes an enormous impact on whatever he turns his attention to. I've worked with Mike on huge corporate identity system projects like TSYS and Edgewell to packaging design for new products like Colgate Magik connected toothbrush or Gallo spirits. He is always unbelievably fast to solve problems and totally 1000% reliable. He is the go-to tech leader within the office and brings new approaches to the entire team to keep us on the leading edge. And he just happens to be one of the nicest people you will ever meet."

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## **Julia Beardwood**

**Founding Partner, Beardwood&Co.**

"Mike is a true polymath AND a pleasure to work with. His design is brilliant and always tied to the strategy and the end user. He's so damn efficient that he always makes it look effortless. Mike's addiction to problem solving makes him a valuable addition to any team as he's always finding or building a new approach, tool or structure to get the best results. Work with Mike — he will blow you away..."

## **Ryan Lynch**

**Managing Partner, Beardwood&Co.**

"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**

**Former Senior Art Director, Advertising  
and Communications, Tiffany & Co.**

"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 Spurrier**

**Founding Partner, HighStreet**