

# Micah Guynes

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## Summary

I'm a highly creative, intuitive designer with 20+ years experience in the Design and Commercial Print Industry. I have a strong background in developing and executing visual design concepts with a demonstrated attention to detail. Through my professional experience, I've learned to effectively collaborate with cross-functional teams in order to deliver high quality results on-time, on-budget.

## Professional Experience

### Owner/Creative Consultant

*June 2024–Present*

Scout Creative | Self-Employed, Houston, TX

- Collaborate with clients to develop and refine brand identity, visual messaging, and creative strategy across digital and print platforms.
- Provide expert guidance on design concepts and content creation to align with business goals.
- Audit existing creative assets and strategies, identifying areas for improvement and offering actionable solutions.
- Lead brainstorming sessions, creative direction, and ideation for projects ranging from logo design to full-scale rebrands.
- Translate complex ideas into compelling visuals and narratives that resonate with end users.
- Design branded environments, including brand identity, environmental graphics and signage.

**Skills:** Visual storytelling, Graphic design, Brand development, Typography & layout, Art direction, Logo design Creative strategy, Brand auditing, Market research & trend analysis, Content strategy, Campaign development, Problem solving & ideation, Environmental Design, Visual Messaging

### Owner/Operator

*July 2013–June 2024*

i45 Signs | Self-Employed, Houston, TX

- Oversaw daily operations including production, customer service, and inventory for a custom printing business.
- Handled all aspects of business management, including marketing, vendor relations, and financial planning.
- Worked closely with clients, to maintain their brand standards for printing and ensure consistency nationwide
- Managed a team of 10 with gross sales of \$1M annually for graphic design, production and installation services.

**Skills:** Production Design, Graphic Design, Project Management, Adobe Creative Suite, Print Production, Artistic Vision, File Management, Branding and Identity, Creativity, Innovation, Design for Manufacturing, Creative Concept Design, Presentations, Color Theory, Conceptual Design, Typography, Brand Standards

### Apparel Production Manager

*August 2012–June 2013*

eSigns.com, Houston, TX

- Managed end-to-end production for screen printing, direct-to-garment (DTG), and embroidery orders.
- Fulfilled custom merchandise orders for local clients of i45 Signs and handled high-volume print-on-demand jobs for eSigns' online storefront.
- Ensured quality control, timely delivery, and efficient workflow across multiple printing methods.

**Skills:** Customer acquisition & retention, Social media marketing, Email marketing & CRM tools, Brand development, Pricing strategy, Sales forecasting, SEO / paid advertising campaigns, Client relations and upselling

### **Owner/Operator**

*Oct 2006–July 2012*

Blackbird Design and Print Shop | Self-Employed, Houston, TX

- Oversaw daily operations including production, customer service, and inventory for a custom printing business.
- Handled all aspects of business management, including marketing, vendor relations, and financial planning.
- Operated both manual and automatic screen printing equipment
- Lead designer and production artist

**Skills:** Apparel Production, Project Management, Inventory Management, Business development & strategy, Process improvement, Budgeting & cost control, Vendor and supplier management, Inventory management, Order fulfillment and logistics, Quality assurance, Scheduling & workforce management, Regulatory compliance

### **Sous Chef**

*Sept 2004–Jan 2007*

P.F. Chang's China Bistro, The Woodlands, TX

- Supervised a high-volume kitchen staff of 30+, ensuring smooth daily operations and adherence to food safety standards.
- Certified National Trainer in food handling, prep procedures, and kitchen safety.
- Managed inventory and modernized outdated ordering processes to improve efficiency.
- Collaborated with a 10-member management team to achieve target sales and maintain labor cost goals.
- Supported openings of new locations by onboarding and training kitchen staff to company standards.

**Skills:** Team hiring, training & supervision, Cross-functional team collaboration, Staff development & performance management, Conflict resolution, Delegation & time management, Leadership in fast-paced environment.

### **Education**

**Culinary Trade Certificate (concentration: Chef Training),**  
Aims Culinary Academy, Dallas, TX

*May 2014*

### **Portfolio**

[micahguynes.com](http://micahguynes.com)

### **Linkedin Profile**

[www.linkedin.com/in/micahguynes](http://www.linkedin.com/in/micahguynes)