

Micah Guynes

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Summary

Creative Director and Visual Strategist with 20+ years in design, branding, and print production. Proven ability to lead multidisciplinary teams, deliver compelling brand experiences, and manage high-stakes projects from concept to execution. Specializing in environmental design, branded environments, and cross-platform storytelling. Versatile, entrepreneurial, and deeply committed to design that drives impact.

Core Skills

Brand Development & Identity, Environmental & Experiential Design, Art Direction & Creative Strategy, Graphic Design (Print + Digital), Visual Storytelling & Messaging, Typography, Layout & Composition, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Cross-Functional Team Leadership, Client Relations & Stakeholder Alignment, Print Production & Fabrication Oversight, Market Research & Trend Analysis, Project Management & Budgeting

Professional Experience

Creative Consultant / Founder

Scout Creative — Houston, TX | Jun 2024–Present

- Partner with clients to define and evolve brand identity, visual messaging, and campaign strategy
- Direct environmental branding, signage systems, and experiential graphics
- Conduct creative audits to assess visual consistency and uncover opportunities
- Lead concept development and storytelling for logos, rebrands, and integrated marketing
- Translate abstract ideas into targeted, user-centered visuals

Owner / Operator

i45 Signs — Houston, TX | Jul 2013–Jun 2024

- Managed end-to-end operations of a \$1M custom printing and signage business
- Supervised 10-person team across design, production, and installation
- Delivered nationwide brand consistency for corporate clients through strict adherence to brand guidelines
- Oversaw all aspects of business development, client acquisition, vendor negotiation, and production timelines

Apparel Production Manager

eSigns.com — Houston, TX | Aug 2012–Jun 2013

- • Directed screen printing, DTG, and embroidery production for B2C and B2B clients
- • Streamlined workflows and upheld rigorous quality control standards
- • Collaborated with internal teams and clients to ensure accuracy, consistency, and brand alignment

Founder / Lead Designer

Blackbird Design & Print — Houston, TX | Oct 2006–Jul 2012

- • Launched and operated a boutique print and design studio
- • Led design, production, logistics, and vendor relations
- • Executed custom screen printing using both manual and automated equipment

Sous Chef / National Trainer

P.F. Chang's — The Woodlands, TX | Sept 2004–Jan 2007

- • Managed kitchen operations and trained staff across multiple store openings
- • Implemented modern inventory and ordering processes
- • Nationally certified trainer in food safety and kitchen operations

Education

Culinary Trade Certificate (Chef Training)

Aims Culinary Academy — Dallas, TX | May 2014