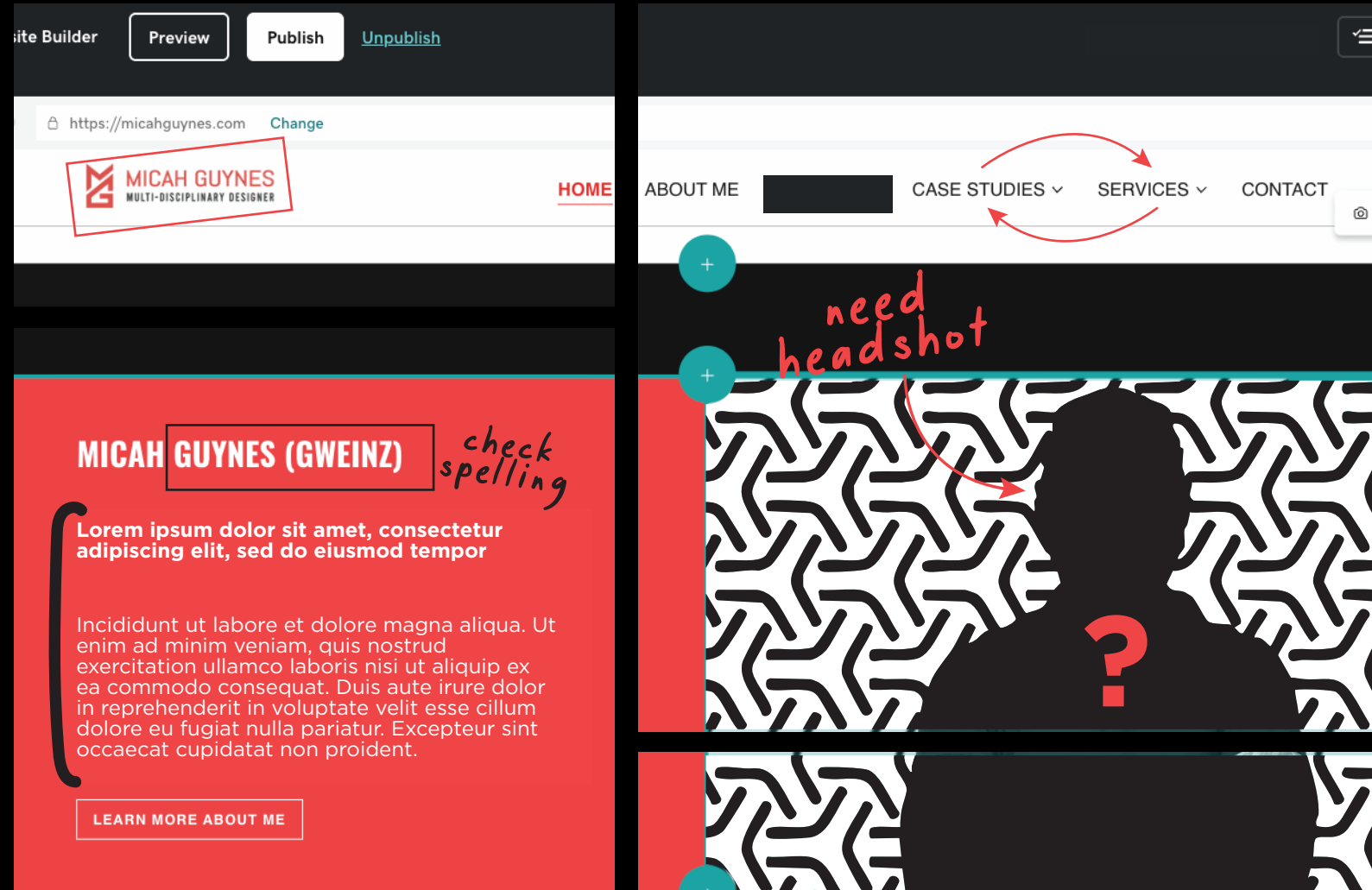




CASE STUDY

After 25 years of self-employment, this wasn't just a design exercise—it was statement of intent.



PERSONAL RE-BRAND

CLIENT -Self

LOCATION -Texas

SCOPE -Website Plan, Design, Build

ROLE -Creative, Design and Introspection

YEAR -2025



CHALLENGE

Creating a personal portfolio after decades of self-employment wasn't just about showcasing my work —it was about telling my story in a way that felt honest, focused, and forward-looking.

GOAL

Curate a portfolio that's clean, confident, and creatively aligned with the types of opportunities I want to pursue.

Present a multi-disciplinary skillset as a strength, not a liability.

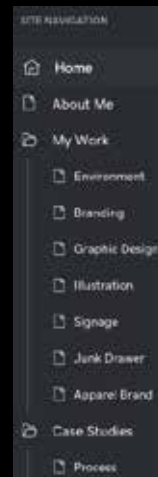
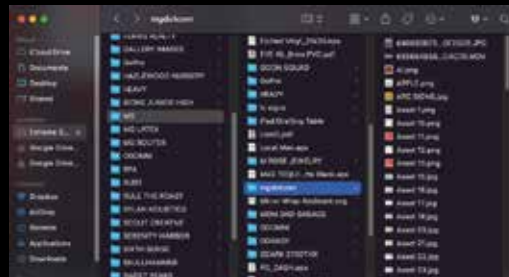
Be honest about where I've been—and clear about where I'm going.

Design a site that feels like me—in tone, layout, and design.

PROCESS

I began by reflecting on my career not as a list of projects, but as a narrative:

- What themes kept showing up?
- What kinds of work brought me the most fulfillment?



SOLUTION

A portfolio that not only showcases my work but frames my story.



It presents me as a designer who is both experienced and evolving—someone who's grounded, capable, and excited for what's next.

OUTCOME

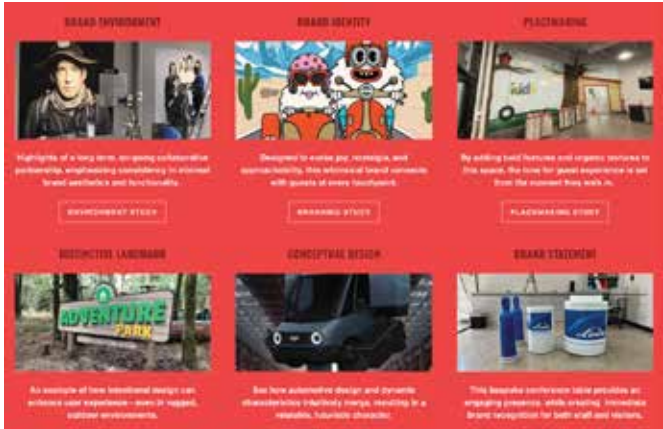
A launchpad for the next chapter of my career: one rooted in collaboration, creativity, and purpose-driven design.

- Intuitive portfolio that highlights creative versatility and professional clarity.
- Personal brand that's approachable, adaptable, and clearly positioned.



MICAH GUYNES

MULTI-DISCIPLINARY DESIGNER



I didn't sell my business because I needed to, but because it had run its course for me....

Building this portfolio was an act of letting go and looking ahead. It's a creative reset, a personal milestone, and most of all—a doorway to the kind of work I've always been meant to do.