

MIKE YOUTZ'
DESIGN
PORTFOLIO



Design is a sport.

ABOUT ME

(Not pictured)

I get an adrenalin rush from pushing to deliver better and better designs. I often have sports playing in the background while I'm designing because seeing other people dig deep to give their all motivates me to do the same. As a designer, I'm also inspired by the decades of Boulder, CO mountain biking I've done. I see parallels between the determination needed to crank out those last pedal strokes up a steep mountain trail, and the grit it takes to reach past the initial design concepts to find the really compelling ones.

I also push to learn new skills so that I always have more to give. I started my graphic arts career in high-end printing. That experience exposed me to great designs which is the bedrock for my understanding of layout and creating dynamic designs in printed form. For the past 20 years, I've designed both for print & web (including the coding) and I'm also a product photographer.

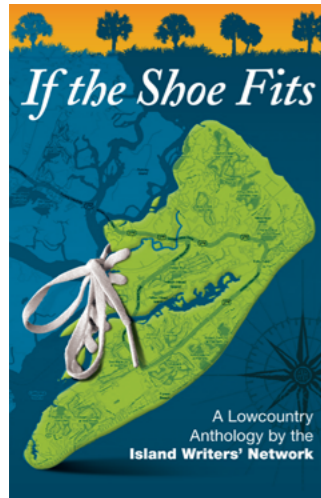
It's hard to know when reviewing a portfolio, which parts the artist created and which we supplied. Speaking to that potential curiosity... In this portfolio, I designed 80-90% of the branding standards, as well as the individual pieces themselves and also shot quite a bit of the photography shown.



EMAIL DESIGN & PHOTOGRAPHY

This was a 7-year quarterly email campaign that had a different yearly theme like, "Extreme Relo" shown here. I did the concepting, design, and photography on these projects. Each year my client, Cindy Schlager, would pick a theme and I'd put together concepts and then shoot her in number of different poses and, many times, Photo-shop them together with stock photography. Cindy's goal with campaign was to sell based on her fun personality because that, she said, was her strongest quality. She emailed them out to a national group of real estate agents so they would think of her company, Wright Kingdom, when they had relocation real estate needs in Boulder County. That group had an annual conference that which when she attended, she said people treated like a celebrity because of these emails. It worked—she was noticed, remembered and well-liked. We won an award for this campaign. This style really appeals to me because I like the combination of humor mixed with bright colors and bold, energetic themes. What a blast!





DESIGN ODDS & ENDS

"IF THE SHOE FITS" BOOK COVER

I created this design for a Hilton Head Island writer's group book cover. If you don't already know, Hilton Head Island is shaped like a shoe. I used Photoshop, Illustrator and Indesign to create this map photo-collage design.

KBW TRUCK GRAPHICS

I've designed graphics for 5 or 6 trucks. It's fun to work on such a visible pallet. I used Illustrator, Photoshop and Indesign.

"NEED A LIFT? WEB BANNER

To design this web banner, I used a combination of clip-art snow flakes with my photography of snow in my front yard and I finished it off with a little digital illustration to create the tickets.

WRIGHT KINGDOM BANNER

For this web banner, I combined a 35th year medallion with a digitally illustrated ribbon to create interest.

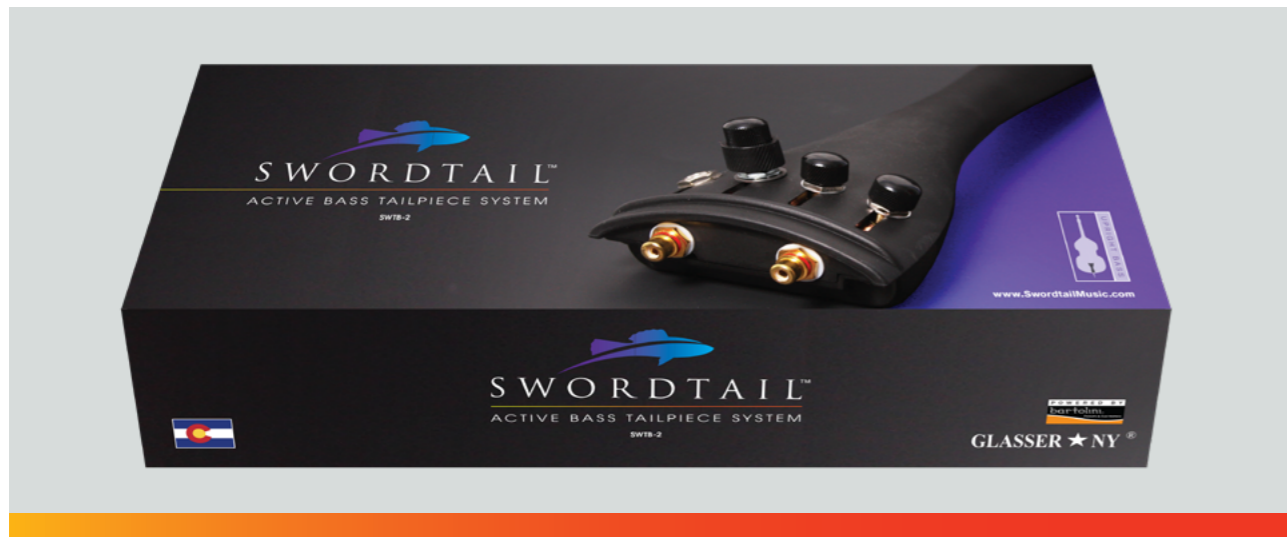
HEALTH ELEVATIONS MAGAZINE INFORMATION GRAPHICS

I illustrated these infographics for Health Elevations Magazine (HEM) using Photoshop & Illustrator. I incorporated HEM's fonts and speckle tone background into my original digital illustrations.



PACKAGE DESIGN: ONE

This was my first packaging project and I wanted to knock it out of the park. The product is a wifi sending unit for cellos, basses, violins and violas. The first thing I did was to go to The Guitar Center to see level of design on existing musical device packaging because I wanted this start-up to look like an established company. Surprisingly, the packaging design I saw on the shelves at GC wasn't strong. But I still wanted to push our design over the top, so I shot each unit then Photoshopped in a purple background.



I shot all of these products at different times and focused (no pun intended) on matching the angle and lightening to maintain brand consistency. The business end of these units is where the jacks and controls are, so I kept those front and center, in my designs, for quick visual reference.

FINAL LOGO CREATION

I designed the final Swordtail Logo and also designed and built Swordtail's e-commerce website.



PACKAGE DESIGN: TWO

These irregularly-shaped boxes are for shipping violins and violas. When I work with a unique printing project like this, I try obtain direct contact with the printer so I can give them exactly what they need to do their best work. Because I had good communication with the printer on this project, I was able to see dieline and layout inconsistencies that impacted trims & bleeds and was able to fix them before ever submitting final files which saved time and money.



These are early design options I presented to the client. I mocked up one design in 3d in Photoshop so the client could get a better understanding for how the final would look.

FINAL LOGO CREATION

I also created carbon fiber and chrome versions of the Glasser logo.





PHOTO RETOUCHING

Malcolm Gladwell says that if you do something for 10,000 hours, you're an expert. By that rationale, I'm just about an expert's expert in photo-retouching because I've probably logged double that much. I really enjoy photo-retouching because it requires exactness and an artistic awareness of lighting, shadows and reflections to make the viewer believe. I work at 600% to stay hyper-aware of the small details.

ABOUT THIS PROJECT

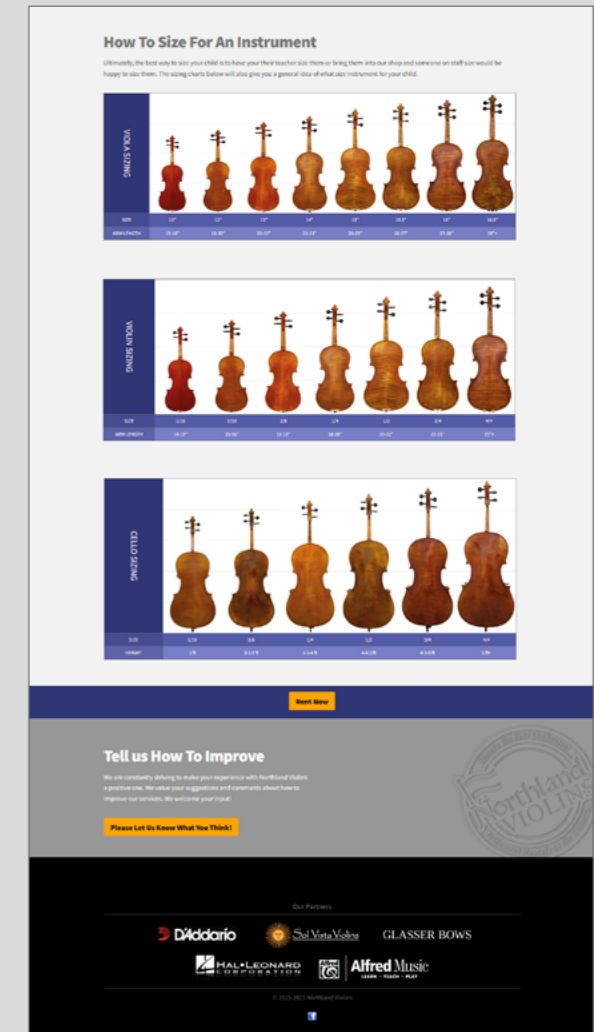
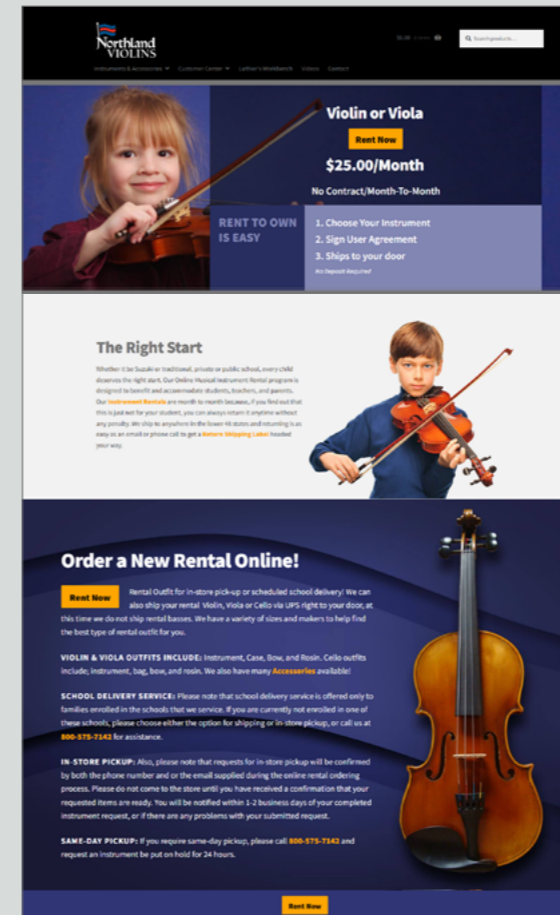
In this recent installment of 50 or so viola images, I was provided one black 4-string carbon fiber viola, one silver viola with no strings and one 5-string acoustic viola.

I started by shooting the fronts and backs of all the instruments. Then, in Photoshop, I cut out the fill texture from the backs of the silver, the acoustic and one of the carbon fiber instruments. Then I cut out one full set of 5-strings and another full set of the for the 4-strings. I did that for both sides. Then, I digitally manicured the carbon fiber texture (because it's just never manufactured perfectly). Then I combined the pieces and parts and colorized the backgrounds to produce 16 different colors across two textures, two different sides and two different string configurations. Finally, I added in component shadows, reflections and highlights to make them look believable and enticing.

LOGO & WEBSITE DESIGN: ONE

Northland is a violin rental company whose customers are teachers and parents. My client's instructions for the logo were to make it feel Norway/Old World/Viking-esque. To me that evoked images of a flag which I combined with an old-world/hand-hewn looking font for "Northland" and contrasting traditional serif font for "Violins" because orchestral music is steeped in tradition and making that connection in the logo conveys sense of a time-tested old-world business.

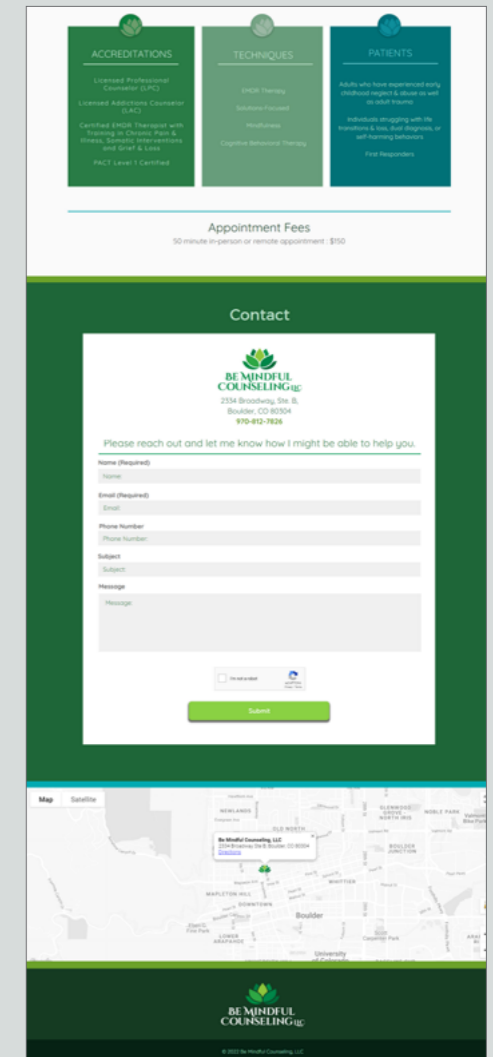
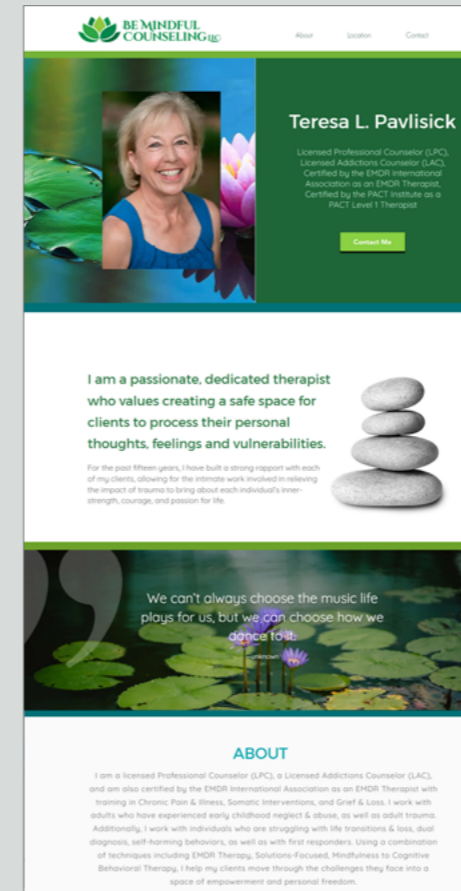
My goal for the website design was to create a colorfully fun, established and trustable presence. At the customer's request, I also made it very easy to start the rental process above the fold in the first row. I also added Rent Now Links and buttons throughout the site to make it as easy as possible to get started.



LOGO & WEBSITE DESIGN TWO

This was a budget, single page site that I designed and built in WIX. I've experimented with a few new web design platforms this past year having always made my sites in WordPress to this point. In my experimentation, I'm looking for a way to offer a professional-looking website with lower annual maintenance costs and with components all provided by one vendor so there is no finger pointing when problems do arise. With this same goal in mind, I've also developed sites in two other platforms this year—one I built in Editor-X (A higher-level option to Wix) and one in Shopify.

The font and clip-art design used in the design of this logo accomplishes allowed me to give a polished feel without breaking the bank. Overall, the therapist asked for greens and blues in combination with lily pads to create a calm safe environment for her clientele.



LOGO & WEBSITE DESIGN THREE

Von's Violin Shop is an old Denver business that already had a logo that needed little work. The original logo (shown at lower right) featured the "VVS" & swoosh shape combined with a very generic sans serif font. The owner of Von's asked me to create a more elegant branded feel for the logo that hearkened back to the days of knights and castles that would suggest a sense of trust and history. I redrew the shape as clean vector art and framed it with a hand-drawn shield shape. Then, I added an elegant serif font and created a gold and green color pallet that would work with brown.

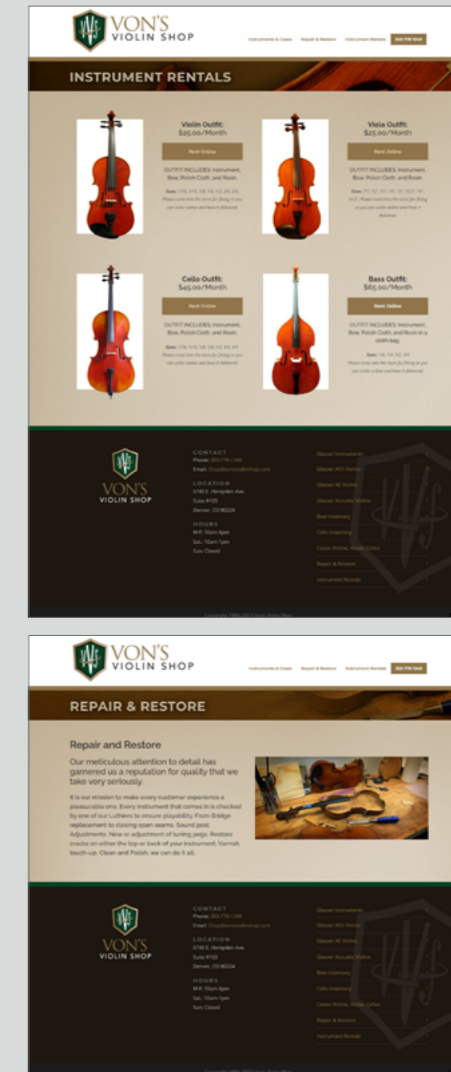
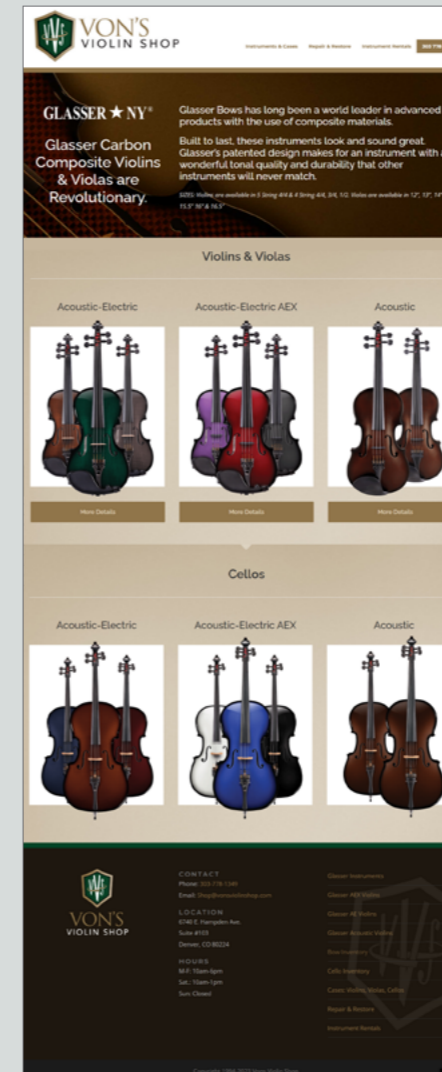
The website marching orders were "Make it look professional" and "Use Brown." I created a new page banner style, added the updated logo, made interesting graphics from the instrument photos and flavored the whole design with that more brown color scheme.



VON'S
VIOLIN SHOP



Old Logo



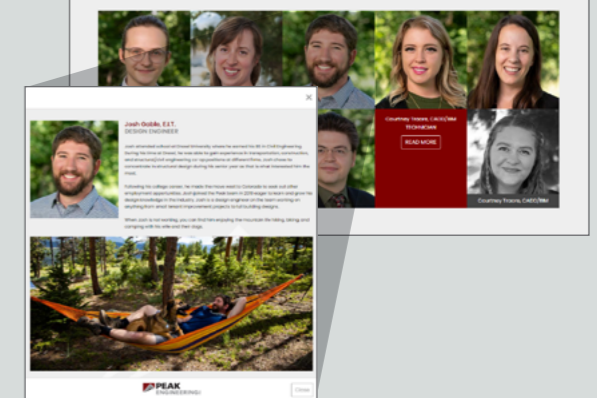
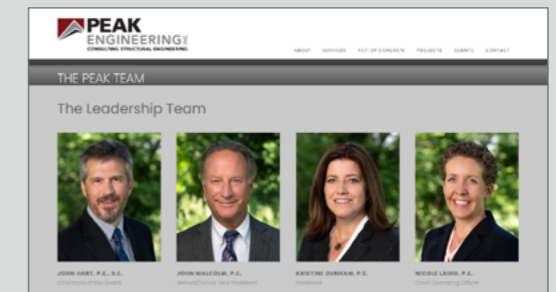
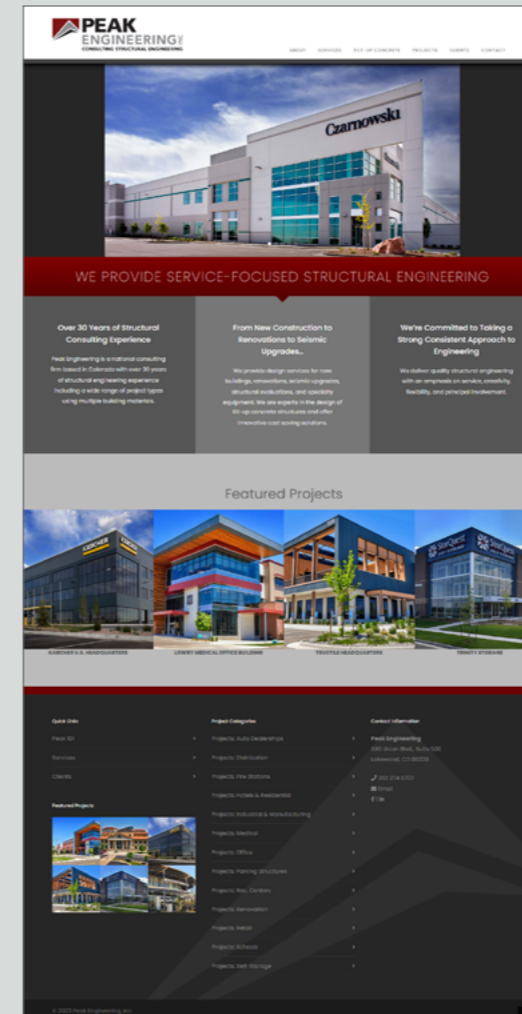
LOGO & WEBSITE DESIGN FOUR

Peak asked me to redesign their website, but when I reviewed their old site, I could see they also really needed a new logo (old logo shown below new one). Proposing a logo change isn't something I suggest lightly because there's often a lot of pride tied up in logos. That was definitely the case for Peak because the company owner's recently deceased father had created the mountain shape in CAD years ago and they were very wed to it. But they agreed that it might benefit from a revamp, so I took the mountain shape, cleaned it up and changed the text to stronger fonts more commensurate with the strength and beauty of the structures Peak designs and builds for their clients.

I designed and built this WordPress website to complement the new logo, while also showcasing Peak's impressive construction & design capabilities.



Old Logo



LOGO, SIGN & WEBSITE

The owner of Sol Vista Violins, James, asked me to create a new logo, sign and website. He asked me to use the existing sun shape of his old logo and incorporate it with a violin shape.

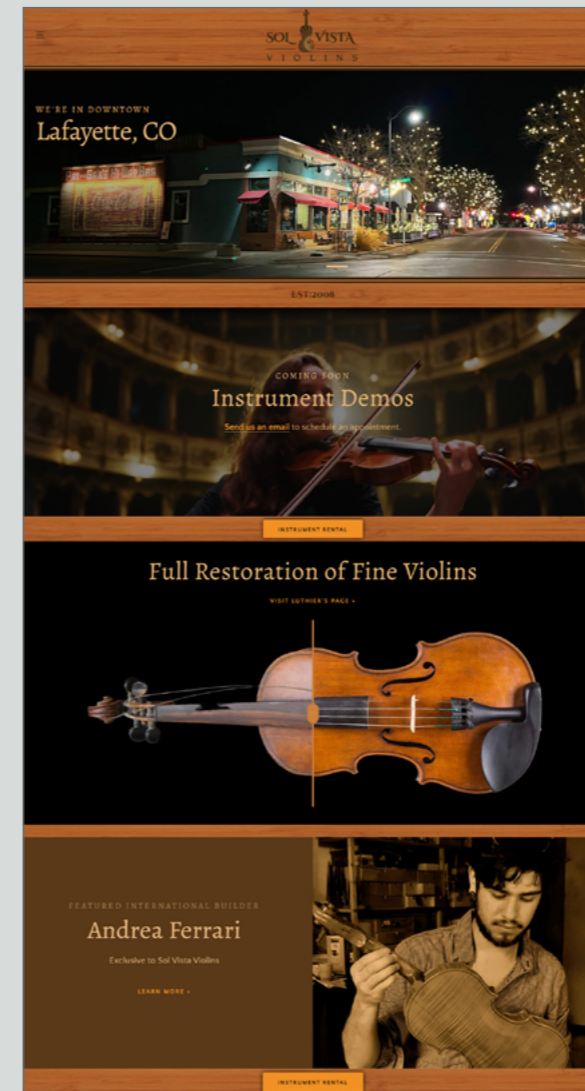
I really wanted to give James something great, so I made a lot of logos. I don't normally create quite so many options—I have included a few of my favorites that weren't chosen. We finally settled on the upper concept and flavored it with brown and tan to complement the vintage wooden instruments he sells.

I designed the sign shown at right, with the same wood feel that now hangs on the corner of Simpson and S. Public in Lafayette, CO.

Lastly, I designed and built a Shopify website shown on the opposing page and created a Steampunk-esque map (as per James) on the home page.



A few of the other logo options submitted



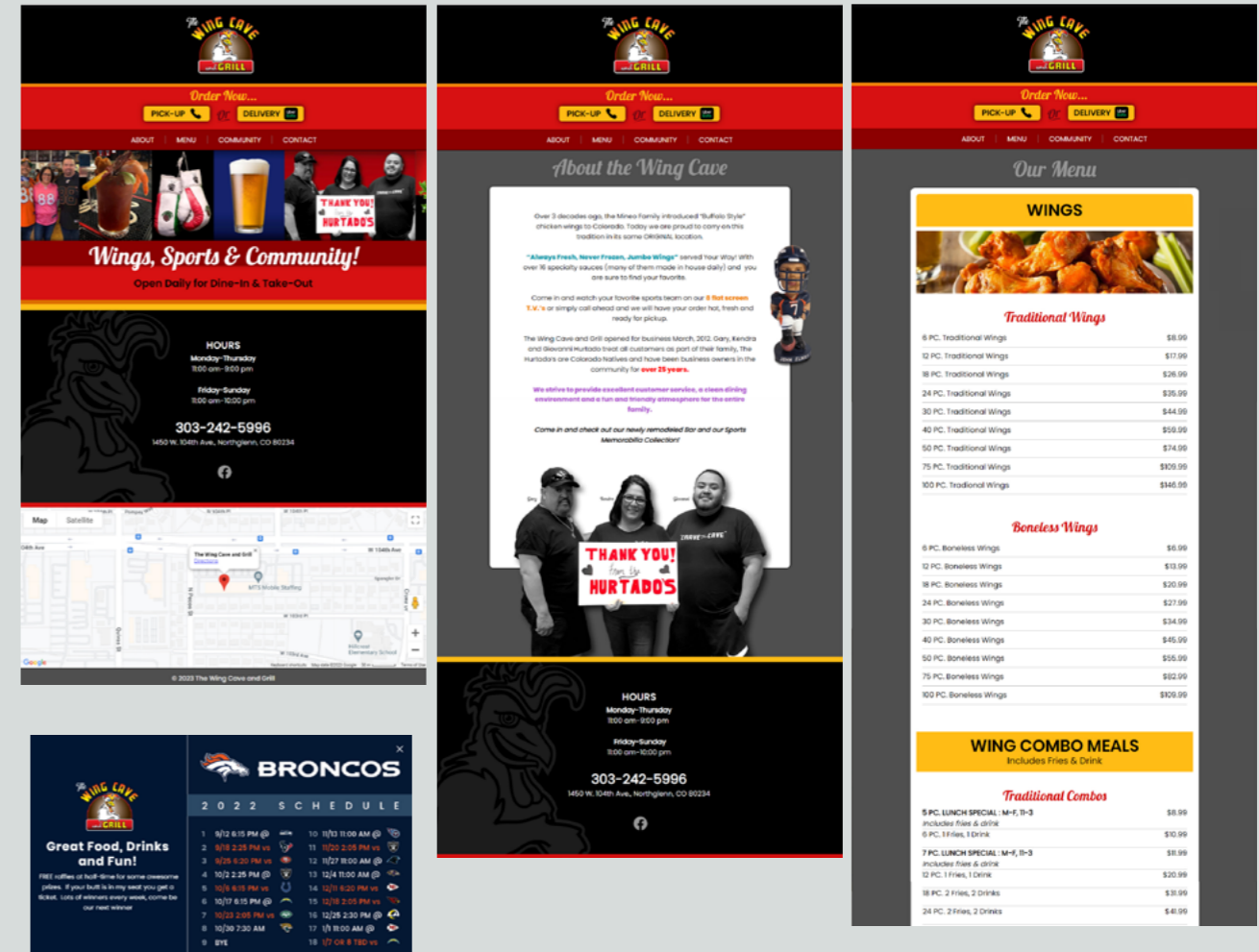
Homepage Handmade Steampunk Map

WEBSITE DESIGN

Kendra Hurtado is a consummate entrepreneur who owns a cleaning company, an insurance agency, a marijuana dispensary and the Wing Cave & Grill. Kendra and I were part of the same networking group for years and it was really fun to find out, when starting this project, that playing host to local Boy & Girl Scout fundraisers, prom nights and countless superbowl parties, the sports memorabilia decorated Wing Cave (WC) is a big part of the fabric of the Northglenn, CO community. That sense of community is what Kendra wanted to focus on because it distinctly sets the Cave apart from all other local sports bars.

After interviewing Kendra, I came up with a tagline, "Wings, Sports & Community!" and featured it prominently on the home page. Although, it's impossible to tell from these static images, the upper part of the home page has a rotating banner with images of wings, drinks, sports memorabilia and WC community events which really helps to drive home the tre WC vibe. I pulled the color pallet from their logo and added black to make the colors pop. I took the rooster image from the logo and converted it to a solid white and ghosted it against the black for added visual interest. Along with Kendra, her son and husband are very visible members of this family owned establishment, so I featured their photos as well to help drive home that family-owned dynamic. Lastly, I created some home page pop-ups like the "Broncos 2022 Schedule" shown at right. Kendra's reaction to the site, "I really love it!" means everything to me and is the kind of reaction I'm always shooting for.

As part of my search for the best web building tool, I learned, then built this site in Editor-X (part of the Wix family of products). My take-aways about Editor X. It offers more design flexibility than Wix, it's a little more expensive than WordPress (but has all functionality under one roof). It's also a counter-intuitive CMS to get started with. Developing in Editor X gave me a surprisingly clearer view of how to create more effective responsive designs.



Pop-up

AD & POSTER DESIGN

Early in my design career I designed lots of ads & posters. The ones pictured were for the Educational, Real Estate and Home Decor industries. Some these ran in Colorado Homes & Lifestyles, Porchlink, Daily Camera, Luxe in addition to other local publications. All were created in Indesign with support graphics made in Photoshop and Illustrator. A few of the ads also feature my digital illustration & photography.

We're Colorado's Specialists in Green-Built Cabinetry & Countertops!

Kitchens by Wedgewood

Standard or Custom? We can do both... or either.

Let us create your kitchen using standard cabinet designs from top national manufacturers or let us handcraft custom cabinetry for you.

Central Denver Showroom—286 S. Logan St., Denver / 303.744.9400
 Englewood Showroom—9619-F E. Cnty Line Rd., Englewood / 303.645.5551
 Louisville Showroom & Factory—1685 Bowlder St., Louisville / 303.664.1400

www.KitchensByWedgewood.com

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We are your Boulder County real estate resource and we're everywhere you need us!

More information on our apps can be found by visiting the Apple App Store or Google Play and searching for Wright Kingdom Real Estate.

Central Office: 4875 Pearl East Circle, Boulder, CO 80501, 303.443.2240
 Longmont Office: 2101 Ken Pratt Blvd., Longmont, CO 80501, 303.776.3344

EDUCAUSE 2005

Heat up the Street

UNIVERSAL CITYWALK®

Thursday, October 20
7-11 PM.

Don't miss *Heat up the Street*, a night EDUCAUSE street party at the Universal Citywalk® shopping and entertainment complex. You'll have your pick of the Citywalk's® venues, food, music, dancing, and a cash bar.

Celebrate an early March Grad at Pat O'Brien's®, get in the mood with live reggae music at Bob Marley & The Wailers in Paradise®, enjoy your and others in Citywalk's® new The Latin Quarter™, and shake it loose at "the groove™" dance club. It will be an unforgettable night filled with people to meet and music to move & shake your feet!

4-15 p.m. Shuttle buses load at hotels and convention center
7:00-11:00 p.m. Join us for food, beverages, music, and dancing

You will need your easy blue name badge holder for admittance. If your name badge holder is not here, then you need to bring a name badge. Name badges are available at the registration area (does not include admittance to Universal Studios® or Islands of Adventure®).

Shuttle buses will be provided to and from the Universal Citywalk® entertainment complex. Please refer to the shuttle schedule in your local copy of the agenda in the business and convention center for shuttle pick-up and drop-off locations and times.

WKRE.com

WK WRIGHT KINGDOM REAL ESTATE

Come Join Us!

Please join us to celebrate the 4th of July at **Ralphie's Independence Day Blast** celebration at Folsom Field.

We're proud to sponsor the fireworks show for the 14th year in a row. It's just part of our commitment to Boulder County.

Gates to this free event open at 8:00 PM. The fireworks will begin as soon as it's dark, approximately 9:40 PM.

WKRE.com

WK WRIGHT KINGDOM REAL ESTATE

We'll walk you through it.

Whether you're buying or selling, we can make your real estate transaction easier and less stressful. We'll walk you through the steps of the transaction, the negotiation, the paperwork and anything else that comes up. Not exactly a walk in the park but close to it.

See what's new at WrightKingdom.com

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EDUCAUSE

Why IT Matters to Higher Education—All Year Long

2006 Editorial Calendar

www.edUCAUSE.edu/er

Security 2005 EDUCAUSE & Internet2 SECURITY PROFESSIONALS CONFERENCE

April 3-5, 2005 ► Washington, D.C.

The Security Professionals Conference, sponsored by the EDUCAUSE/Internet2 Computer and Network Security Task Force, will bring together IT security officers and practitioners from across the higher education landscape.

The 2005 conference will include keynote speakers, preconference seminars, and sessions that address technical solutions, security policies and procedures, and management issues, including security planning and awareness.

Find more information and register online at www.edUCAUSE.edu/conference/security

Help plan this event

Would you like to be involved in the planning of next year's meeting? Volunteer for the 2006 Security Professionals Conference program committee at www.edUCAUSE.edu/volunteer

Immediately following the conference

The EDUCAUSE Policy Conference
 April 6-8, 2005 - Washington, DC
 Find details at www.edUCAUSE.edu/conference/policy/

COMPUTER AND NETWORK SECURITY TASK FORCE

BROCHURE & CATALOG DESIGN

The Wright Kingdom Relocation brochure (*at right*) was a mailer to which I added a small personalizable hang tag to engage the recipient so they'd hopefully look at it for just a moment longer. On the Impact brochure (*below*), I abstracted the wave shape from the logo to create a background graphic that I combined with full floods of rich color and large pull quotes to create visual interest. For the Glasser NY catalog (*on the facing page*) I used their distinctive carbon-fiber texture throughout and did all the design and layout as well as most of the photography.



FOLDER & INSERT DESIGN

20 years ago, straight out of art school, I was hired by one of my former printing clients because she liked that I knew the technical as well as the artistic aspects of graphic design. After a decade producing pieces like these on the print side, it was fun to be the designer and to know exactly how to set up my files in a technically correct way while incorporating in die-cuts and foil stamps.



RÉSUMÉ

TYPICAL PROJECTS

Ads (Print/Social)
Books & Brochures
Catalogs
Email Blasts
Flyers
Info. Graphics
Logos
Packaging
Presentation Folders
Postcards
Posters
PowerPoint Decks
Product Photography
Store Signage
Template Creation
Vehicle Graphics
Web Banners
Websites

YOUTZ DESIGN INC. (Louisville, CO) 2006–Present

OWNER/DESIGNER/PHOTOGRAPHER

Sales, estimation/proposals, vendor coordination, graphic design & production, and product photography. Design ads, brochures, catalogs, websites, logos & branding, email blasts, corporate templates, packaging & shoot studio product photography.

Tech: Adobe Suite, G-Suite, MS Office, Photography, Editor X, Shopify, WordPress, CSS, HTML

BURNS MARKETING (Denver, CO) 2021–Present

PRODUCTION DESIGNER/PHOTO RETOUCHER

Reformat designs across numerous social media ad sizes. Design and create ads, PowerPoint presentations and trade show banners. All remote.

Tech: Photoshop, Indesign, G-Suite, MS Office, Illustrator, PowerPoint, Slack

VAIL RESORTS (Broomfield, CO) 2019

PRODUCTION DESIGNER/PHOTO RETOUCHER

Populated Flashtalking ad templates with photos, new text and did photo editing. Coordinated with project managers through Robohead to track ad changes and approvals. Created Facebook ads in Facebook. Scheduled ad deployment with Flashtalking D-Trees.

Tech: Adobe Suite, Microsoft Office, Robohead, Flashtalking, Facebook

HUNTER DOUGLAS (Broomfield, CO) 2019

PRODUCTION DESIGNER/PHOTO RETOUCHER

Designed look and feel of quarterly campaigns, then implemented approved design concepts across 30 deliver size deliverables. Also performed intricate photo retouching on high-end corporate photography.

Tech: Adobe Suite, G Suite, Fetch, Brand Builder and Function Fox

INSIGHT DESIGNS (Boulder, CO) August 2016–December 2016

WEB DESIGN INTERN

Worked primarily in WordPress, Tower, GitHub, WPBakery and Slider Revolution to update websites. Also created new products and made e-commerce site updates in Magento. Designed corporate collateral. Used Asana for project management.

Tech: WordPress, Adobe Suite, CSS, HTML, Slider Revolution, WPBakery, Magento, Tower, GitHub, Asana & Skype

VISUAL SCIENCE, INC. (Boulder, CO) 2002–2006

GRAPHIC DESIGNER/ART DIRECTOR

Provided graphic design and art direction. Created posters, ads, e-books, brochures, presentation folders, vehicle graphics, store signage and logos. Conducted client meetings & art-directed two junior graphic designers.

Tech: Adobe Suite, MS Office, Dreamweaver, Pagemaker, CSS, HTML

MARCH PRESS (Boulder, CO) 1994-2000

OUTSIDE SALES/PROJECT MANAGER

Generated new clients through outside sales, prepared estimates & managed my projects. Ordered paper, ink and outside services (film & matchprints, embossing, foil stamping). Gave company tours, educated clients on the printing process, handled all scheduling and press-checks. Acted as liaison between customers & production.

Knowledge Required: Paper & ink options and their utilities/limitations, bleed & trap specs., folding/scoring considerations and machine tolerances.



TECHNOLOGY

Mac & PC
(Own & use both weekly)

Studio Photography

Apps: Used Regularly

Indesign
Photoshop
Illustrator
Acrobat

WordPress
Google Suite
(Docs, Sheets, Calendar, Drive)
Office Suite
(Word, Excel, Teams, Calendar)

Apps: Decent Amount of Experience—Less Frequent Use

Constant Contact
Revolution Slider
Editor X
Shopify

Zoom
Slack
FileZilla
Wix
PageMaker (ugh!)
Flash (defunct)

Apps: Limited Use
Brand Builder
Function Fox
Asana
GitHub
Magento
Tower

Apps: Currently Learning
Adobe After Effects

EDUCATION

Art Institute of Colorado Associates in Graphic Design

Front Range C.C. Weblab Boot Camp
Web Development

Red Rocks C.C.
Portrait & Still Life Photography



MIKE YOUTZ

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