

Mikey Uphoff

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213.884.5585
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Award-winning, results-driven Senior Graphic Designer with 15+ years of experience leading end-to-end design initiatives across federal, nonprofit, and private sectors. Expert in visual storytelling, brand development, and cross-functional project management. Recognized for creative innovation, collaborative leadership, and delivering strategic design solutions aligned with organizational goals. Demonstrated ability to lead multichannel marketing campaigns, digital transformation projects, and high-impact print and web design initiatives. Strong expertise in Adobe Creative Suite, UX/UI principles, Section 508 compliance, and data visualization using ArcGIS.

Core Competencies

- Creative Direction & Brand Identity
- UX/UI Design (Certified)
- Digital & Print Media Production
- Visual Storytelling & Infographics
- Project Management & Team Leadership
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver)
- Microsoft Office (Word, Excel, PowerPoint)
- ArcGIS / ESRI Story Maps
- Section 508 Remediation
- Strategic Communication & QA/QC
- Cross-Functional Collaboration
- Multichannel Marketing Campaigns

Technical Proficiencies

- **Design:** Adobe Creative Suite, Figma, Canva, Drupal
- **Office:** Microsoft Word, Excel, PowerPoint
- **Mapping:** ArcGIS, ESRI Story Maps
- **Compliance:** Section 508 Standards
- **Other:** File prep, signage systems, motion graphics (basic)

Education & Certifications

- **Drupal Certification,** *DrupalTutor*
Denver. CO (2025)
- **ESRI / ArcGIS Certification**
Denver. CO (2024)
- **Google UX Design Certificate,** *Coursera*
Los Angeles. CA (2021)
- **BFA, Graphic Design,** *Otis College of Art & Design*
Los Angeles. CA (2012)

Employment

Senior Graphic Designer

Federal Highway Administration & National Parks Service

2021 > CURRENT

SCHATZ STRATEGY GROUP

- Lead visual design efforts for nationwide public service campaigns and federal communication initiatives.
- Execute complex print and digital deliverables including signage, reports, maps, technical illustrations, presentations, and web graphics.
- Manage creative strategy, design execution, and quality control across multiple stakeholders.
- Translate policy briefs and technical data into accessible and compliant visual formats (Section 508).

Managing Partner / Creative Director

2014 - 2021

BOUTIQUE CONCRETE

- Founded and scaled a creative manufacturing studio with a focus on design-forward concrete home goods and installations.
- Oversaw branding, product design, and marketing strategy across digital and traditional platforms.
- Directed creative production, trained staff, and optimized operations.
- Led social media, e-commerce, and client-facing marketing efforts.

Graphic Designer / Freelance Art Director

2007 - CURRENT

Pretty Neat Bar, KFB Hospitality, Market Studios, EA: Apex Legends, Stem Academy-Hollywood, California Art Education Association, Slow Motion Rider Band, Studio Hus, Buckminster Fuller Institute

- Designed and executed full-spectrum creative solutions for clients in hospitality, entertainment, education, and cultural sectors.
- Developed brand systems, packaging, event collateral, campaign materials, and responsive web experiences.
- Delivered high-quality visuals aligned with timelines, brand standards, and UX goals.

Awards & Recognition

Hermes Creative Award (Gold)

2024

Print Media: Branding

AVA Digital Award (Gold)

2023

Website Redesign

Marcom Award (Platinum)

2022

Website Redesign

DotComm Award (Gold)

2022

Infographic Design

50 Books / 50 Covers Award

2013

Book Cover Design

AIGA

2012

Otis College AIGA

Chapter President

Navy and Marine Corps Achievement Medal

2004

Eagle Scout

2002

