Mikey Gudikunst

MY KEY TO BOLD DESIGN: UNLOCKING CREATIVE BRILLIANCE WITH EVERY BRAND

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As a forward-thinking, hard-working, self-motivated creative director, I excel in generating innovative concepts and transforming product benefits into distinctive, profitable brands. With extensive experience across diverse industries—including health and fitness, pharmaceuticals, cannabis, action sports, cosmetics, and apparel—I lead and inspire creative teams to consistently produce beautiful, dynamic work accurately and efficiently. I prioritize project management, ensuring I meet frequently changing deadlines while communicating timelines or delays to the broader team.

I am highly organized and adaptable to evolving requests, skillfully managing my workload while delivering exceptional results. My strong interpersonal skills enable me to thrive as an individual contributor and a positive, collaborative team player. Whether working independently or as part of a team, I maintain excellent communication skills, ensuring that all projects align with the brand's vision and objectives.

A crucial part of my role is participating in Marketing and Product team meetings, where I communicate design requirements and deliverables to ensure cohesion across departments. My expertise in branding and design guarantees that all visual assets and marketing materials are impactful and consistent, fostering brand recognition and loyalty.

As a skilled CPG designer, I craft compelling packaging designs that resonate with consumers and stand out on shelves. I am also well-versed in regulatory guidelines and FDA compliance, ensuring all branding and product designs meet relevant standards, especially in industries such as pharmaceuticals and cannabis.

By staying ahead of industry trends and continually pushing creative boundaries, I drive growth and ensure a competitive edge for the brands I work with. My primary focus is turning imaginative ideas into successful, revenue-generating brands, guiding them from concept to market, and ensuring they reach their full potential.

Experience

Founder & Chief Creative Officer

Crank Style

Arizona
Apr 2018 - Present

• Founded and built Crank Style, a specialty brand in mountain bike apparel, from the ground up, overseeing all aspects of business, product development, and brand strategy.

• Provided design support for stakeholders, including global markets, the e-commerce team, and the Sales team, ensuring consistent brand messaging and cohesive visual assets across all platforms.

• Directed and executed photoshoots and video productions, overseeing all stages from concept development to final editing. Played a crucial role in capturing and editing high-quality visual content to showcase products and strengthen brand identity.

• Designed and implemented the complete visual identity of the brand, including apparel design, logo creation, and marketing materials.

• Developed and managed the company’s online presence, creating a robust Shopify store optimized for SEO, significantly enhancing online traffic and conversions.

• Directed comprehensive marketing campaigns, utilizing advanced digital marketing techniques to maximize brand exposure and customer acquisition.

• Leveraged analytics and market insights to continually refine marketing approaches and tactics, ensuring maximum engagement and profitability through meticulously crafted social media content and optimized paid advertising placements.

Creative Marketing Director

Vortex Ad Group

Arizona, USA
Jan 2010 - Present

As Creative Director at our agency, I lead the integration of creativity and strategy, directing a talented team of designers, copywriters, and creative specialists. My role focuses on providing visionary leadership and leveraging a rich background in health and wellness, pharmaceuticals, mountain sports, cannabis, and high fashion. By fostering close collaborations with both clients and our internal team, I ensure that every campaign not only adheres to deadlines and budgets but also achieves significant resonance within dynamic markets. My commitment to pioneering industry trends empowers our agency to lead with cutting-edge innovation and artistic precision, consistently advancing our creative boundaries and seizing new opportunities.

During my tenure at Vortex Ad Group, I championed the integration of AI-driven tools into our creative processes. This strategic initiative has enabled us to automate aspects of design, accelerate prototyping, and deliver bespoke client solutions efficiently. This adoption has notably improved our operational efficiency, reducing project timelines by 50% and increasing client satisfaction by 30%.

Additionally, I oversee our packaging design and branding initiatives, ensuring strict adherence to FDA guidelines and other relevant regulations. This focus on regulatory compliance is critical for creating bulletproof legal products that meet the highest standards of safety and legality. These efforts are integral to maintaining the trust and confidence of our clients and their customers.As Creative Director at our agency, I lead the integration of creativity and strategy, directing a talented team of designers, copywriters, and creative specialists. My role focuses on providing visionary leadership and leveraging a rich background that spans health and wellness, pharmaceuticals, mountain sports, cannabis, and high fashion. By fostering close collaborations with both clients and our internal team, I ensure that every campaign not only adheres to deadlines and budgets but also achieves significant resonance within dynamic markets. My commitment to pioneering industry trends empowers our agency to lead with cutting-edge innovation and artistic precision, consistently advancing our creative boundaries and seizing new opportunities. During my tenure at Vortex Ad Group, I championed the integration of AI-driven tools into our creative processes. This strategic initiative has enabled us to automate aspects of design, accelerate prototyping, and deliver bespoke

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Global Art Director

Diamond Resorts

North Las Vegas, NV
Jan 2008 - Jan 2010

As Global Art Director at Diamond Resorts, I championed efficiency and creative excellence, streamlining workflows that elevated team performance and reduced turnaround times. I led a high-performing team of eight designers, driving them to consistently exceed client expectations through innovative and high-quality deliverables across print, web, and marketing materials. I spearheaded a transformative company rebrand, successfully merging two distinct entities into a cohesive brand that resonated across all locations, signage, and marketing collateral, ensuring consistency and alignment with our vision.

I provided visionary creative direction for comprehensive campaigns, adhering to brand guidelines while managing the design and production of materials at scale. I regularly led presentations to the executive team, articulating creative strategies and securing buy-in for significant initiatives. By facilitating cross-functional collaboration, I optimized timelines and adhered to strict budget constraints, delivering projects on time and within scope. I conducted performance reviews and fostered a culture of continuous improvement by mentoring team members, empowering them to grow professionally and expand their creative potential. My leadership enhanced the creative department’s output and strengthened the overall brand presence across diverse market channels.

Creative Director

Xyience, Inc

Las Vegas, NV
Apr 2006 - Jan 2008

As Creative Director at Xyience, Inc. and Xenergy Energy Drink, I was at the forefront of the brand's transformation, turning a vague presence into a distinct, high-impact identity that resonated in a competitive market. I had complete creative control over everything representing the company, ensuring consistency and excellence across all visual assets. My leadership was pivotal in establishing Xyience as a dominant force in the energy drink industry, aligning the creative vision with our strategic goals.

I spearheaded the development of promotional materials for major high-octane events such as UFC fights, MotoX championships, tradeshows, exclusive after-parties, and other high-profile sponsored events. My designs were prominently visible on TV shows like The Ultimate Fighter and Pay-Per-View events. I created the apparel that fighters and athletes wore during competitions, further showcasing the brand's bold identity. My role also involved positioning the product within these events, including branding the center of the octagon and designing the mat for maximum visibility.

In addition to event-related designs, I directed packaging and product development, providing creative direction to a talented team of designers, web developers, and video producers to ensure every piece reflected the brand's energy and strength. I also directed dynamic video shoots and photoshoots, working with top-tier athletes to capture the essence of Xyience. Through my leadership, Xyience achieved a cohesive and powerful brand presence that significantly elevated its standing in the energy drink sector.

Creative Director / Designer

Freelance

United States
2003 - 2006

As a freelance designer and creative director, I collaborated with clients spanning various industries, including Cable TV and communications, Hospitality, Automobile, Sports Nutrition, Lifestyle, Alcohol & Beverages, and Education Institutes. Working closely with renowned ad agencies such as Crispin and Porter, Zimmerman Advertising, G4 Advertising, and The DeLeon Group, I had the opportunity to contribute my expertise to various projects. From crafting captivating advertising campaigns for cable TV providers to developing immersive brand experiences for luxury hotels and automotive manufacturers, I've left my mark on numerous campaigns and initiatives. Whether it was designing packaging for sports nutrition products, creating lifestyle branding for beverage companies, or developing marketing materials for educational institutions, I approached each endeavor with creativity, passion, and a commitment to delivering exceptional results. My versatility and adaptability allowed me to thrive in these dynamic industries,

Art Director/Senior Designer

Rexall Sundown/Royal Numico

Boca Raton, Florida
Jul 1999 - Mar 2003

During my tenure at Rexall Sundown, MET-Rx, and Worldwide Sport Nutrition from 1999 to 2005, I spearheaded strategic planning, leadership, and execution of creative initiatives for a pharmaceutical powerhouse boasting annual sales of $750 million. As the driving force behind the creative vision, I directed a versatile in-house and freelance talent team, fostering an environment of innovation and excellence. Crafting and implementing targeted advertising and marketing strategies across five significant divisions, including Rexall Corporation, Sundown Vitamins, Met-Rx Engineered Nutrition, Worldwide Sports Nutrition, and Richardson Labs, I ensured alignment with brand identity while upholding the highest standards of quality and creativity. From print materials to packaging designs and promotional content to impactful trade show presentations, I oversaw the development of comprehensive creative assets that resonated with stakeholders and drove engagement. I ensured timely project delivery, budget adherence, and stakeholder satisfaction through seamless collaboration with multidisciplinary teams, cementing our position as industry leaders.

Education

BA in Visual Communications

Fort Lauderdale
Oct 1995 - Oct 1997

Art Institute of Fort Lauderdale

Stepping stone to my career in Graphic Design.

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