

Introduction

I'm a designer who writes, a strategist who thinks in pictures, a father of four and a husband of one. Since 2003, I've helped purposeful businesses – from local startups to Fortune 500s – strengthen their reputations, cultures and bottom lines.

Capabilities

Creative Direction

Brand Strategy

Brand Design

Web Design

Editorial Design

Exhibit Design

Art Direction

Naming

Copywriting

Illustration

Founder & Creative Director
Unbroken
2020-Present
Gainesville, Florida

Branding studio for place brands and place-makers in AEC, hospitality and culture. End-to-end creative leadership and execution: research, strategy, naming, identity, copywriting, art direction, web and environments. Value-based business model, with fees tied to client growth. Solopreneur structure with pop-up freelance teams as needed. Three Parisleaf clients followed me here.

Silverback Concrete: Renamed, rebranded and relaunched. Full-stack creative from strategy to web. Revenue grew 10× in four years, from \$3.5M to \$35M+, and topped nine figures in 2025. Their footprint expanded from Southeast to nationwide.

Cade Museum: Copywriting, editing, design, art direction and illustration for seasonal exhibits and special projects, including *The Great Experiment*, exhibited on the National Mall in Washington, DC, for America's 250th celebration (2026).

Scorpio Construction: Co-authored and designed *Building People*, a keepsake book for high-end clients. Oversaw print production in Germany.

The New Walden: Edited, designed, illustrated and self-published a collectible hardcover edition of Thoreau's *Walden*.

Creative Director
Parisleaf
2016-2020
Gainesville, Florida

Led all creative output from discovery to delivery for a Florida-based branding studio with national and international clientele. Team of up to 11, with three direct reports plus contractors. Overhauled their creative process and developed an Enneagram-based branding method. Mentorship, business development, hands-on design and writing.

Creative Director
Parisleaf

Cade Museum: Branding, signage, permanent exhibit, fundraising collateral. \$20M capital campaign completed before opening day.

Cala Luna: Rebrand for a five-star Costa Rican hotel. Revenue grew 45% through Covid. Team culture transformed from the ground up.

Scorpio Construction: Rebrand and website. Grew from eight to nine figures within five years.

Walker Architects: Rebrand, website and special projects. Messaging that won the firm's first eight-figure project before the rebrand was even finished.

Also: UF Foundation (including the ReMission Summit), Miami Dade College's first capital campaign and a rebrand for the City of Gainesville that *Fast Company* covered.

Independent Creative Director
2015-2016
Saint Louis, Missouri

Brand strategy, identity, web and print design for clients in Saint Louis, New York and Beijing.

Partner & Creative Director
Grain
2013-2015
Saint Louis, Missouri

Co-founded a full-service creative studio with three partners. Led a design team with three direct reports and shared business development. Clients included Anova Furnishings, Republic Services, Washington University and the office of Mayor Francis G. Slay.

Founder & Lead Designer
Metagramme
2009-2013
Saint Louis, Missouri

Grew a solo practice into a small studio designing identities, interfaces and print projects. Clients included the Academy of American Poets, the Saint Louis Regional Arts Commission and WORLD News Group.

Earlier Experience
2003-2009

Designer, Kuhlmann Leavitt (2006–2009). Design, art direction and production for AIA, Formica Group and NewPage Corporation.

Graphic Designer, Numark Industries (2004–2005). Print, packaging and advertising for a family of music brands: Numark, Alesis, Akai and Ion.

Intern & Junior Designer, Siquis (2003–2004). Supported creative and art directors across accounts; led small projects.

Education

Bachelor of Science, Visual Communications
Towson University, 2003

Selected case studies at msteel.work. Much more available on request.