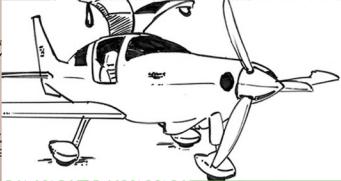
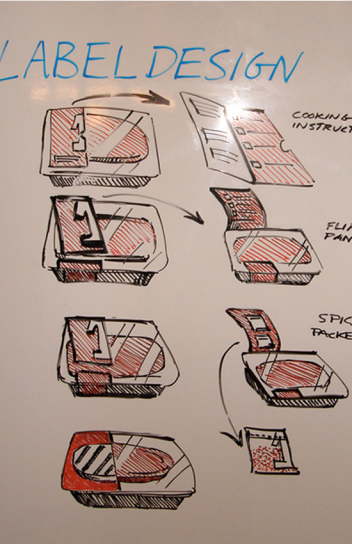
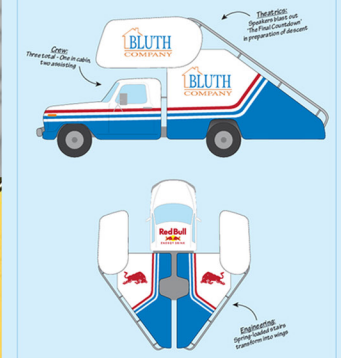


**MICHAEL P
MICCOY
DESIGN WORK**

/ SKETCHES

I respect the craft of illustration too much to ever claim to be an expert at it.

But I can quickly and gesturally represent an idea in markerboard fashion quite well. This lets me easily express concepts for internal review before logging too much valuable design time to it. And it lets me take selected concepts to the next stage with tighter pencils for eye-catching storyboards and concept presentation decks.



// **TYPOGRAPHY**

**The devil is in the details.
And type is all about detail and nuance.**

I love creating a crafted lockup that's just as thoughtfully designed as the layout it resides in.

My fave font foundries: House Industries for embellishments and display fonts, MyFonts when ballin' on a budget, and Hoefler & Frere-Jones for damn near everything else. (I'm still hoping those two patch things up.)

Fun fact: The dorkiest item of clothing in my closet is a House Industries 'KERN' track jacket.

SHRINE

mar. 14 / 6 fights / doors open at

OF
B•W•I•C

PRACTICE YOUR SHOT
NCAA March Madness comes to Wichita March 20 and 22

Action So Close,
YOU'LL EAT THROUGH
A STRAW FOR WEEKS.

CHOMP
— Mobile Food Finder —

Nothing must be arbitrary or left to chance.
Care and accuracy in the design process show
respect towards the consumer.

THOROUGH



Mike McCoy
Design

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🐦 :: @justchompit
🍴 :: my favorite street food? fish tacos

justchompit.com

I LIKE FOOD TRUCKS
— . and . —
I CANNOT LIE

CHOMP
Specials

- Vendor Dashboard
- Search Filters
- Curated Content

/// DESIGN

Good design is more than just wallpaper.

It catches the audience's eye. It draws them into the concept. It communicates intrinsic qualities about product and message, making it extremely important to the final creative product.

I pride myself on being a journeyman designer, comfortable working across various styles with ease. Flat design. Richly-textural design. Edgy. Conservative. Feminine. Masculine. And so on. Every project represents an opportunity to stretch beyond what's comfortable or expected and find the best way to reach the audience.

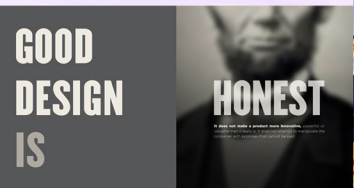
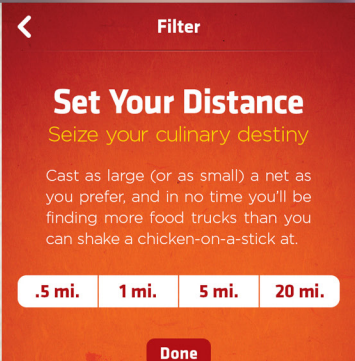
Art direction, graphic design, brand voice, whatever you call it — design is the love of my life.



**GOOD
DESIGN
IS**

AESTHETIC

The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.



THANKS

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