

# Biography of Michael Mikulec



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Michael Mikulec, a seasoned Creative/Art Director and Designer, has traversed the realms of graphic design, broadcast, and international creative initiatives. Born in Connecticut and currently residing in Savannah, GA, his journey is marked by a rich tapestry of experiences and accomplishments.

## Early Career and Academic Background

### Education at SCAD

His creative journey began at the Savannah College of Art and Design (SCAD), where he earned a Bachelor of Fine Arts (BFA) in Graphic Design. This solid foundation laid the groundwork for his subsequent achievements.

### ESPN and Troika Design Group

Post-graduation, he ventured into the dynamic world of broadcast design at ESPN in Bristol, CT. Noteworthy highlights include his on-site contributions to two NBA Finals and winning two Sports Emmy Awards, one specifically for his work on the acclaimed "This is SportsCenter" show.

Following his stint at ESPN, Mikulec joined the legendary entertainment branding agency Troika Design Group in Los Angeles. His significant contributions to projects such as the launch of the

CW network, MTV's HD platform, and the 2008 Olympic logo for NBC's coverage of the games showcased his prowess in the industry.

## International Endeavors and Academic Pursuits

### Frame by Frame in Rome

Seeking a global perspective, he moved to Rome, Italy, to lead the international creative initiative at Frame by Frame. His work spanned clients across Europe and the Middle East, including Canal+, SKY, Mediaset, NILE, and NBC Universal.

### MFA at Yale University

A thirst for knowledge led him to Yale University, where he pursued a Master of Fine Arts (MFA) in Graphic Design. Studying under renowned designers like Michael Beirut and Irma Boom, Mikulec's creative acumen flourished. His crowning achievement during this period was winning the pitch for Fenway Park's 100th Anniversary Logo.

## Entrepreneurial Ventures and Consulting

### Frame By Frame New York

Building on the success of the Fenway Park project, he launched an American office for Frame by Frame. His roles as Partner and Creative Director involved collaborating with esteemed clients such as ESPN, CBS Sports, Fendi, AS Roma, and the Miami Dolphins.

### Curaleaf Branding

He played a pivotal role in launching the brand for Curaleaf, now the largest Cannabis company in the US. From naming the company to overseeing design assets and writing the marketing plan, his consultancy spanned two years.

## Diverse Freelance and Academic Roles

### Freelancing in LA

His journey continued with a freelance stint in Los Angeles, where he worked for various agencies and clients, including a substantial tenure as a contractor for Fox Sports.

### Academic Leadership at SCAD

A call from his alma mater, SCAD, beckoned Michael to join the graphic department. Starting as an associate chair, he was quickly promoted to Department Chair. In his two years as Chair, he oversaw the largest Graphic Design Department of any University globally.

## Current Pursuits and Accomplishments

### Independent Creative/Art Director

Currently based in Savannah, GA, he operates as an independent Creative/Art Director & Designer. His versatility and extensive experience continue to shape his creative endeavors.

### Proud Accomplishments

He takes immense pride in being a father, a three-time Sports Emmy Award winner, and the recipient of multiple Promax/BDA Awards. His design portfolio boasts logos for TRUtv, CW, Fenway Park's 100th Anniversary, and NBC's coverage of the 2008 Beijing Olympics.

## Personal Life and Interests

### Hobbies and Interests

Mikulec's interests span fine art, graphic design, travel, photography, and screenwriting. His love for travel ignited during his time abroad and intensified during his stay in Italy.

### Charitable Initiatives

Beyond his professional pursuits, he has actively engaged in philanthropy. From creating murals for Greenbriar Children's Center to sponsoring memberships for young black creatives, his contributions extend to various causes and organizations.

### Compassion in Action

His philanthropic efforts include designing, producing, and funding calendars for his son's preschool, serving as Design Director for the Foundation for Second Chances, volunteering at the Los Angeles County Museum of Art, Covenant House, She Herd Power, and contributing to numerous organizations such as the Red Cross, St. Jude Children's Hospital, and Mental Health America.

Michael Mikulec's journey is a testament to his creative prowess, entrepreneurial spirit, and commitment to making a positive impact both professionally and philanthropically. As an independent Creative/Art Director, he continues to leave an indelible mark on the world of design while embodying the values of creativity, compassion, and community engagement.