



Spencer Twiehaus

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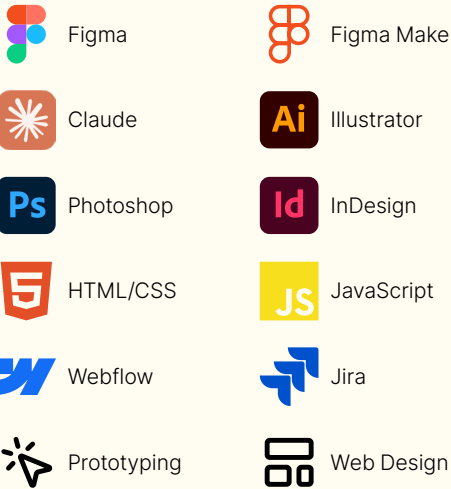
EDUCATION

 **Indiana University** 2017

Bachelor of Science: Informatics & Computing

- Focus: Human Computer Interaction

TOOLS AND SKILL SETS



ENJOYS



EXPERIENCE

Sandbox Creative Solutions LLC

Apr 2026 - Present

Business Owner

- Currently providing clients with professional branding and web design services.

Gauge Telematics

Mar 2024 - Apr 2026

Product Designer

- Redesigned the Gauge brand identity and authored comprehensive brand guidelines to ensure visual consistency across the organization.
- Translated the new digital brand identity into physical spaces by designing custom environmental graphics, including a large scale office wrap.
- Designed and developed a new, fully responsive customer-facing website from concept to deployment.
- Collaborated with stakeholders and engineering to wireframe and prototype new features for the legacy software product.
- UX/UI redesign of the mobile work orders feature, optimizing functionality and workflow for field personnel.
- Architected user flows and interactive prototypes for the next generation release of the core software product.

BlueSky Commerce

Mar 2023 - Dec 2023

Visual Designer

- Designed email campaigns and websites across a wide rang of clients.
- Maintained and iterated on existing client websites.
- Produced social campaigns, print collateral, and other various supporting assets.
- Designed the Brand Identity for Evolv Storefront™ (BlueSky Commerce Product)
[Evolv Storefront™ Logo and Mark Creation](#)
[Visual Concept Ideas for Logo Animaition](#)
[Logo Animation](#)

Abercrombie & Fitch Corp.

Sep 2022 - Jan 2023

Digital Production Designer

- Collaborated with Abercrombie & Fitch Creative Team for promotional material
- Sourced and prepared professional assets for promotional email campaigns.
- Created and prepared production ready email mockups for development
- Contributed new concept Ideas and high-quality assets across promotional campaigns.

Sandbox Creative Solutions LLC

Nov 2020 - Sep 2022

Business Owner


- In 2020, began assisting clients with small brand design projects.
- in 2021, created a consulting business for brand identity and web design services.
- Provided clients with comprehensive brand guidelines showing items like typography, colors, products mockups, and much more.
- Provided clients with professional web design services including a full project outline.
TwoPointO Brand Design: [Brand Guidelines](#)
TwoPointO Website: tpo-capital.com
Lexi Tennis Brand Design: [Brand Mockups](#)

REFERENCES

Mike Paredes


Senior Vice President at Gauge Telematics (former CEO)

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