



# Spencer Twiehaus

## CONTACT INFORMATION:

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## EDUCATION

 **Indiana University** 2017

**Bachelor of Science:** Informatics & Computing

- Focus: Human Computer Interaction

## TOOLS AND SKILL SETS



Figma



Figma Make



Claude



Illustrator



Photoshop



InDesign



HTML/CSS



JavaScript



Webflow



Jira



Prototyping



Web Design

## ENJOYS



Coffee



90's Hip-Hop



Gaming



Pizza



Gym



Hiking

## EXPERIENCE

### Sandbox Creative Solutions LLC

Apr 2026 - Present

BUSINESS OWNER

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

### Gauge Telematics

Mar 2024 - Apr 2026

PRODUCT DESIGNER

- Led a redesign for the Gauge brand and authored comprehensive brand guidelines to ensure visual consistency across the organization.
- Led and translated the new branding into physical spaces by designing custom environmental graphics, including a large scale office wrap.
- Led a new design for company website, fully responsive customer-facing website from concept to deployment.
- Collaborated with stakeholders, developers and engineers to wireframe and prototype new features for the legacy software product.
- Led UI/UX redesign of the mobile work orders feature, optimizing functionality and workflow for field personnel.
- Led UI/UX redesign of 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 range of clients.
- Maintained and iterated on existing client websites.
- Produced social campaigns, print collateral, and other various supporting assets.
- Led the Brand Identity Design for Evolv Storefront™ (BlueSky Commerce Product)  
[Evolv Storefront™ Logo and Mark Creation](#)  
[Visual Concept Ideas for Logo Animation](#)  
[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](http://tpo-capital.com)  
*Lexi Tennis Brand Design:* [Brand Mockups](#)


## REFERENCES

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### **Mike Paredes**

Senior Vice President at Gauge Telematics (former CEO)

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### **Mike Kucharski**


Founder of Rino Rents


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### **Kevin Lunte, CFA®**


Chief Operating Officer

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### **Danielle Magary**


Design Lead at Abercrombie & Fitch

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### **Rachel Painter**

Managing Director at BlueSky Commerce

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