

Micah Cash

Creative Director · Brand & E-Commerce Design Leader

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Brand and e-commerce design leader with 17+ years building visual systems, directing creative teams, and driving measurable revenue growth for outdoor, DTC, and consumer goods brands. Consistently delivered director-level output — partnering with CMOs, leading cross-functional teams, and building brand standards from the ground up — while carrying a "Senior" title at companies that didn't promote from within. Results include 25-33% lifts in conversion and engagement at Helinox, Timbuk2, and RealTruck. Available now for creative director, head of brand, and senior contract roles.

EXPERIENCE

Senior Brand & E-Commerce Designer — Helinox

2023 - 2025 · Remote

Functioning as de facto creative director — translating CMO strategy into brand execution across all channels.

- **Drove product strategy and creative direction:** Partnered with CMO to define direction for product launches, campaigns, and brand repositioning across digital, retail, and e-commerce — **securing cross-functional alignment and stronger market positioning.** · **Delivered 33% conversion uplift:** Directed full redesign of [Helinox.com](#) in Figma and Shopify — integrating motion graphics and optimized typography **to achieve record quarterly revenue.** ·
- **Built scalable brand systems from scratch:** Established Helinox's brand design function — creating the company's first comprehensive style guide, **adopted company-wide to enable consistent execution across all teams and channels.** ·
- **Led high-impact multichannel campaigns:** Directed launch campaigns for flagship product redesigns — overseeing Amazon A+ content, social visuals, email graphics, and landing pages **that boosted engagement by 28%.** ·
- **Ensured omnichannel brand consistency:** Unified brand identity across packaging, signage, and retail displays across every physical and digital consumer touchpoint.

Senior Web & Digital Designer — Tombras (Agency)

2020 - 2022 · Remote

Led brand, UX, and e-commerce creative across multiple major accounts simultaneously.

- **Drove 30% revenue and traffic growth:** Led visual strategy for [RealTruck.com](#) redesign — leveraging user-research-informed design systems **to deliver post-launch uplift in revenue and traffic.**
- **Directed brand creative transformations:** Created custom typography, motion graphics, and interface design for TX Whiskey and University of Tennessee Medical Center — **strengthening brand alignment and user experience.**
- **Optimized Amazon e-commerce performance:** Managed Krusteaz Amazon Brand Store and A+ Content — developing visual systems **that improved engagement and conversion by 20-40%.**
- **Elevated accessibility and usability:** Oversaw migration of [utmedicalcenter.org](#) from Drupal to WordPress with AAA-compliant visual structures and adaptive branding — **boosting site-wide usability.**
- **Led complex information architecture projects:** Directed 9-month agile redesign of National Automobile Dealers Association | [NADA.org](#) — streamlining graphic architecture and visual storytelling **to improve navigation and member engagement.**

Senior Designer / Creative Lead — Timbuk2

2014 - 2020 · San Francisco, CA

Served as primary creative lead and cross-functional director across Marketing, E-Commerce, Wholesale, and Corporate Sales.

- **Scaled and led creative team:** Directed a team of 3 direct reports and contractors (photographer, designer, illustrator) — managing priorities across all brand and commercial output **while delivering 12+ campaigns annually on time and on budget.**
- **Created enduring brand standards:** Developed Timbuk2's master brand standards system — defining precise logo usage, sizing, placement, treatments, and technical specifications down to exact curve radius measurements **for company-wide adoption.**

- **Directed multi-year brand evolution:** Led logo transition and maintained graphic consistency across packaging, e-commerce, corporate sales, and custom products **through seamless execution.**
- **Achieved 25% performance uplift:** Leveraged analytics to optimize e-commerce graphics and user journeys — targeted landing pages, emails, and social ads **that drove measurable lifts in sales and engagement.**
- **Integrated digital-physical experiences:** Collaborated with developers and manufacturing partners on packaging updates — aligning print and digital specs **for seamless consumer touchpoint consistency.**

Design Lead — SOL Republic · Triple Aught Design · Level-Studios · Evolve Media

2009 - 2014 · Various

Advanced to senior level across audio, apparel, and agency environments — shaping visual language in the outdoor industry.

- **Influenced industry standards:** At Triple Aught Design, codified topographic linework as a deliberate brand element — **a visual language now widely adopted across the outdoor sector.**
- **Built high-impact brand identities:** Directed graphic identity systems and web visuals for emerging consumer brands — **delivering 20%+ engagement lifts through integrated print and digital design.**
- **Delivered award-caliber performance marketing:** Built portfolio of performance marketing creative across DTC, consumer goods, and agency clients.

TECHNICAL CAPABILITIES

Design & Brand: Brand Identity & Systems · E-Commerce Design · Motion Graphics · Typography · Packaging · Amazon A+ Content · Campaign Design · UI Design · Wireframing & Prototyping · A/B Testing

Strategy: Omnichannel Design · Brand Strategy · Cross-functional Leadership · CMO Partnership · Journey Mapping · WCAG / Accessibility · Project Management · User Testing

Tools: Figma · Adobe Creative Suite · Shopify · Webflow · Notion · Keynote

ADDITIONAL

Portfolio: micah.cash

Leadership: K4 Men's Leadership Program

Availability: US Citizen · Available immediately for full-time, contract, or freelance