

portfolio

MICHAEL YOST

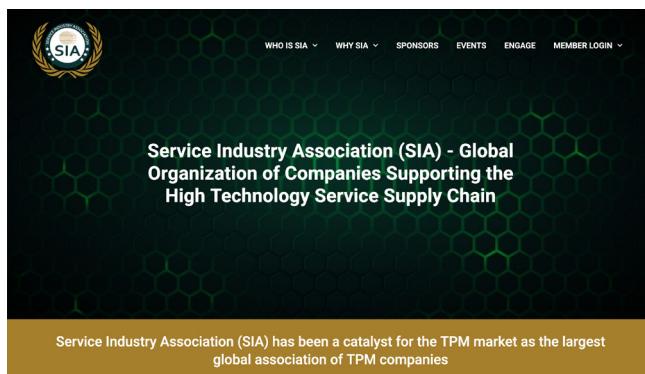
design
photography
digital media
educate

color
image
scale

WEB DESIGN & UX SYSTEMS

Information Architecture, Wireframing, & Responsive Design

This project documents a full website redesign for a nonprofit organization whose previous site lacked clear hierarchy, member engagement tools, and mobile responsiveness. The process began with content auditing, user flow mapping, and wireframe development to clarify navigation and support key goals such as membership sign-up and event visibility. Visual refinements to typography, color, and layout created a cohesive system applied across responsive breakpoints and long-form content, demonstrating how structured UX planning can modernize and scale an organizational web presence.



The homepage features a dark green hexagonal background. At the top, the SIA logo is on the left, followed by a navigation bar with links: WHO IS SIA, WHY SIA, SPONSORS, EVENTS, ENGAGE, and MEMBER LOGIN. The main title 'Service Industry Association (SIA) - Global Organization of Companies Supporting the High Technology Service Supply Chain' is centered. Below the title, a subtext box states: 'Service Industry Association (SIA) has been a catalyst for the TPM market as the largest global association of TPM companies'. A large image of a man speaking on stage is on the left, and a 'Membership Benefits' section is on the right.



The mobile view shows the SIA logo at the top. The main title 'Service Industry Association (SIA) - Global Organization of Companies Supporting the High Technology Service Supply Chain' is centered. Below the title, a subtext box states: 'Service Industry Association (SIA) has been a catalyst for the TPM market as the largest global association of TPM companies'. The layout is simplified for mobile devices.



The desktop view shows the SIA logo at the top. The main title 'Service Industry Association (SIA) - Global Organization of Companies Supporting the High Technology Service Supply Chain' is centered. Below the title, a subtext box states: 'Service Industry Association (SIA) has been a catalyst for the TPM market as the largest global association of TPM companies'. To the right, a large image of a tree with the text 'SIA = Sustainability' and a list of sustainability principles.



Membership Benefits

- By becoming a member of the Service Industry Association (SIA), businesses can gain access to the largest global association of TPM companies.
- With 140+ member companies, including 25% of the member companies with HQ outside of the U.S., SIA plays a significant role in defining and shaping this market.
- SIA provides businesses with industry insight and points of view through research and analysis of market data and trends, identification of best practices, and thought leadership.
- Networking via annual and regional meetings, educational, and other venues provide businesses with opportunities to collaborate with peers, partners, and other organizations on industry, business, professional, and personal growth topics.

Previous Events



Tokyo



Seoul



Dublin



Upcoming Events

No current events

Stay Informed!

[Become a Member Today](#)

[Who is SIA](#) [Why is SIA](#) [Sponsors](#) [Events](#) [Engage](#) [Members Login](#)

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Previous Events



Tokyo



Seoul

[Become a Member Today](#)

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VISUAL DESIGN SYSTEMS

Branding, Layout, & Long-Form Communication Systems

This body of work represents enterprise-level visual design systems developed for technology and infrastructure-focused organizations. Each project involved building or refining brand identity, including logo systems, color palettes, typography standards, and layout frameworks, then applying those systems consistently across brochures, white papers, case studies, and technical documentation. The emphasis is on clarity, hierarchy, scalability, and brand cohesion, demonstrating how strong visual systems support complex information, multi-page layouts, and long-term organizational use.

The advertisement features a dark grey background with a large, stylized white 'SSCS' logo at the top right. Below it, the tagline 'Independent IT Hardware Maintenance' is displayed. The central visual is a collage of five diamond-shaped images arranged in a grid-like pattern. The top-left image shows the interior of a server rack with multiple green hard drives. The top-right image shows two people in a professional setting, one pointing at a laptop screen. The middle-left image shows two people in a modern office with large windows. The middle-right image shows two people in a server room. The bottom-left image shows two people in a professional setting, one pointing at a tablet. The bottom-right image shows a close-up of a server rack with multiple hard drives. The overall design is modern and professional, emphasizing technology and service.



Why Choose Hybrid Infrastructure Support

Gartner as a Resource

If your company is a subscriber to Gartner, the following research documents provide an unbiased review of the value to OEMs reducing. Additionally, an analyst inquiry discussion with Gartner's hybrid support expert, Christine Tenneson, can help you:

"Third-party maintenance (TPM) as a hybrid strategy to support server, storage and networking equipment continues to gain adoption. Some OEMs pricing methodologies demand significant increases in maintenance charges as equipment ages, which drives customers to consider cost optimization through the use of TPM. Seventy-one percent of Fortune 100 companies used a third-party maintainer as a form of support at their environment in 2016."

Christine Tenneson, Gartner [Doc. ID [G00327730](#)]

"Third-party maintenance (TPM) can be an option for customers planning to replace systems in the near term or mid-term (less than five years) or looking to continue to maintain a legacy system."

Christine Tenneson, Gartner [Doc. ID [G00326264](#)]

"A hybrid maintenance strategy — using OEM-authored and OEM-independent maintenance — is becoming more common in the hardware support market, with a thriving ecosystem of independent support providers for server, storage and networking equipment. End-user customers are selectively using TPM services to cost-effectively extend the life of IT assets, control OEM-forced upgrades and save money."

Multiple Analysts, Gartner [Doc. ID [G00317887](#)]

SSCS as a Resource

If you do not have a Gartner subscription, SSCS has created the following white papers to help its clients better understand the value of hybrid support and independent support providers.

- ["Understanding Why 71% of Fortune 100 Companies Now Use Independent Hardware Support"](#)
- ["Still Unfamiliar with the Benefits of Third-Party Hardware Maintenance?"](#)
- ["CIO/CTO Evidence: Empowering Your Hardware Lifecycle Extension Strategies"](#)
- ["If you prefer, please request a soft-copy PDF file from your account representative."](#)
- ["CIO/CTO Evidence: Financial Impacts from Hybrid Support Strategy Remodeling"](#)





Data Center Migration Project Expertise

While preparing for your next Data Center Migration project, concerns about downtime, data security, timelines managing scope creep and budgets may seem overwhelming. Because of this, successful IT managers turn to experienced Data Center Migration partners for assistance. However, IT infrastructure transition strategies that rely on the "lowest bidder service providers" are chock-full of shortcuts, misaligned goals, change orders, chaos, and sleepless nights for you and your colleagues. In contrast, a successful and pain-free Data Center Migration project should be Executed by proven subject matter experts having success across multiple industry verticals, with global (sometimes remote) ability/reach, experience managing to aggressive timelines and having the IT infrastructure management experience to effectively communicate across multi-discipline teams and levels of management.

Cumulus Solutions Group's Mission

With more than 30 years of experience, Cumulus Solutions Group provides discovery, planning and execution leadership for Data Center Migrations, Data Center Relocations, On-Site Data Center Services and IT Asset Disposition (ITAD) for global and US-based clients, across all industry verticals. With an emphasis on proven methodologies and proprietary tools, such as SykCommand™ (its client management platform), the company promises seamless IT infrastructure and IT lifecycle transitions designed to help you sleep at night.



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CASE STUDY

Streamlining Vendor Support and Enhancing Efficiency in a Multi-Faceted Cellular Services Company

This case study highlights the challenges faced by a multi-faceted cellular services company operating in the United States. The company sought to consolidate and streamline its vendor support operations, specifically targeting a 3rd party support organization that could handle their diverse equipment and support needs. In this context, the company chose our services based on economic advantage and positive reviews from other customers. Our Smart 3rd Party (S3P) team played a pivotal role in helping the company overcome these challenges.

THE COMPANY FACED SEVERAL CHALLENGES AND PROBLEMS IN THEIR VENDOR SUPPORT OPERATIONS, INCLUDING:

1. Vendor Consolidation: The need to consolidate vendors to optimize efficiency and streamline operations.
2. Diverse Equipment and Support Needs: The company required support for a wide range of equipment, making it a challenge in finding a support organization capable of handling the diversity effectively.

THE COMPANY CHOSE OUR SERVICES PRIVATELY TO ECONOMIC ADVANTAGES AND PROVIDED THE FOLLOWING AS THE KEY REASONS FOR SELECTING OUR COMPANY HERE:

1. Cost Savings: We provided a cost-effective alternative to competitors while providing reliable support.
2. Positive Customer Relations: Industry calls to our other S3P customers give the company confidence in our ability to support their needs.

OUR SMART 3RD PARTY TEAM SUCCESSFULLY ADDRESSED THE COMPANY'S CHALLENGES AND PROBLEMS THROUGH THE FOLLOWING SOLUTIONS:

1. Comprehensive Support: We provided the company with a comprehensive 3rd party support package, including a single contact for all support requests.
2. Equipment Validity Portal: Our team developed a user-friendly portal that allows the company to easily verify the validity of their equipment and receive alerts for out-of-date or non-functional equipment, such as right-of-way phone cells and streaming support processes.
3. Quick Helpline Support: With our services, the company's helpline support requests are handled quickly and efficiently, ensuring timely and effective support operations.
4. Monthly True-Up Meetings: Our team initiated monthly meetings with the company to review performance metrics, discuss operational concerns, and ensure collaboration and alignment between teams.

WHILE THE COMPANY DID NOT IMMEDIATELY TRACT TO PRESENT SPECIFIC KPI'S ASSOCIATED WITH THE SUPPORT PROVIDED, THEY HAVE EXPERIENCED SUCCESS WITH OUR SERVICE IN THE FOLLOWING WAYS:

1. Improved Equipment Verification: The company's ability to verify equipment validity has improved, saving time and resources.
2. Reduced Late Night Support Calls: The elimination of late night phone calls for equipment support has led to increased efficiency and better work-life balance for the company's technical support team.
3. Harmonized Operations: The monthly true-up meetings have ensured better collaboration and alignment between the company's team and our support team, improving overall operational efficiency.

By choosing our services, the multi-faceted cellular services company successfully addressed its challenges and achieved significant improvements in its support operations. Our team provided a comprehensive support offering, including a user-friendly validity portal, prompt helpline support, and monthly meetings that significantly enhanced the company's operational efficiency and customer satisfaction. The results, including the positive outcomes achieved, demonstrate the value of our services in meeting their support requirements effectively.

www.Smart3rdParty.com

EXPERIMENTAL TYPOGRAPHY

Typographic Structure & Intentional Disruption

This experimental typographic study explores the tension between structure and disruption through repetition, layering, and opacity. Using a single word as both content and form, the compositions test how hierarchy, legibility, and visual rhythm shift as order gives way to density and overlap. The work examines how typographic systems can remain coherent under pressure, emphasizing control, constraint, and intentional rule-breaking rather than decoration or expression alone.



Control / Chaos

Experimental Typography Study, 2025

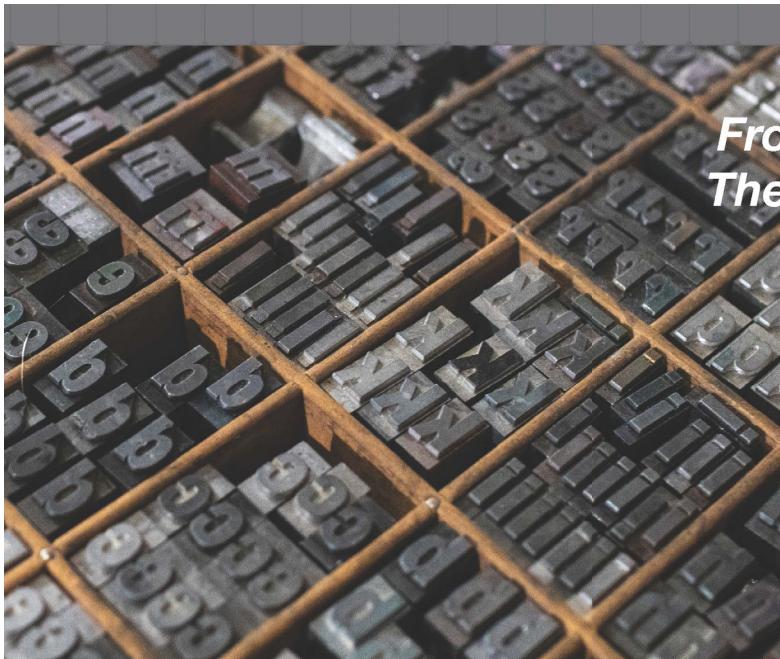


Incorrect by Design

Experimental Typography Study, 2025

TYPOGRAPHIC SYSTEM

Editorial Layout, Hierarchy, & the History of Graphic Design



“For centuries, printed works were defined by craft traditions, regional idiosyncrasies, and aesthetic intuition rather than formalized systems.”

**From Craft to Code:
The Systematization
of Typography**

Article & Layout: Michael Yost

Typography was not always the province of rigid governance, grids, and standardized hierarchies. For centuries, printed works were defined by craft traditions, regional idiosyncrasies, and aesthetic intuition rather than formalized systems. Letterforms bore the imprint of calligraphy and engraving, resulting in layouts that were expressive but often inconsistent. This vernacular approach was sufficient when print served limited audiences and predictable formats, but it lacked the scalability required for the coming era.

Industrialization catalyzed a dramatic shift. As communication scaled through newspapers, advertising, and mass-produced manuals, designers encountered a friction between traditional craft and the need for rapid, high-volume communication.

Decorative typography, while visually rich, could not meet the burgeoning demands for speed, repetition, and immediate comprehension. **The complexity of an industrialized society required typography to function not merely as art, but as an infrastructure for information.**

This page presents typography as both a historical system and a contemporary communication tool. The article was originally developed as a graduate-level writing assignment focused on the history of graphic design and typographic development, and was later adapted as a reference example for typography courses. It demonstrates how research-driven content can be translated into clear editorial hierarchy and structured layout, emphasizing clarity, pacing, and typographic decision-making in long-form communication.



Modernism and the Rise of Typographic Systems

In response, the early twentieth century saw a paradigm shift: typography was reimagined as a system. Modernist movements, particularly the Bauhaus, rejected ornamentation in favor of functionality and reduction.

In his seminal work *The New Typography* (1928), Jan Tschichold argued that “the essence of the new typography is clarity.” Consequently, the focus shifted from the beauty of the individual letter to the structural integrity of the page.

These rationalist ideals reached their zenith in the International Typographic Style.

“...the essence of the new typography is clarity...”

Through modular grids and strict alignment, typography was codified into a visual language intended to minimize subjectivity. As Josef Müller-Brockmann noted, structure elevated design from personal expression to objective communication.

The utility of typographic systems extended beyond the avant-garde into the commercial

realm. As corporations globalized, Swiss principles became foundational to corporate identity. Typography, color, and layout were standardized to ensure consistency across vast organizational ecosystems. Design systems became engines of efficiency, reinforcing recognizability across print, environmental graphics, and emerging digital platforms.

The dominance of the grid also introduced limitations. Claims of neutrality often masked cultural bias, and rigid systems risked suppressing visual diversity. As design migrated into digital environments, static print-based assumptions began to fracture. Responsive layouts, variable typography, and accessibility requirements demanded greater flexibility.

Today, typography exists between structure and adaptability. Systems remain essential, but they are increasingly designed to respond to context rather than dictate it.

Understanding the historical systematization of typography reframes rules as purposeful tools rather than fixed constraints, transforming the grid from a rigid structure into a framework for meaningful experimentation.

Today, typography exists between structure & adaptability.



SHEPLER'S + CMC

Lead Designer for Packaging and 500+ Page Catalog System



I created the complete Sheplers white label packaging system, covering chemical products, tools, and construction materials. This work aligned with a 500-plus page print and digital catalog combining Sheplers products with offerings from over 200 vendors. The catalog required clear technical communication, accurate diagrams, pricing, MSDS documentation, and consistent organization. Together, the system unified packaging, documentation, and large scale catalog structure into one cohesive brand experience.



DIGITAL PHOTOGRAPHY

Studies in Light, Structure, and Composition

These photographs explore architectural and industrial spaces with a focus on composition, tonal control, and environmental light. Each image demonstrates deliberate framing, structural rhythm, and clear understanding of exposure in challenging conditions. This work reflects my professional practice and reinforces the foundational skills I teach in digital photography.



COMPUTER + DIGITAL ART



Convergence (2023)

Abstract digital composition constructed through layered vector forms, custom brushes, and iterative mark-making. Developed from vector based digital elements and overlapping transparency systems to explore motion, density, and emergent structure. Created entirely through manual digital processes without generative or AI-based tools.

God Hand's Fifth (2024)

Digital painting created entirely through hand-painted brushwork using custom digital tools and layered mark-making techniques. Developed through iterative compositing and controlled abstraction to explore themes of emergence and transformation. Created without generative or AI-based tools.



portfolio

color | image | scale

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