

portfolio

**MICHAEL  
YOST**

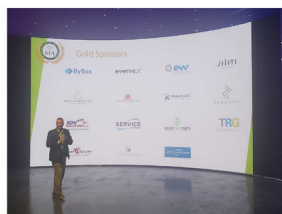
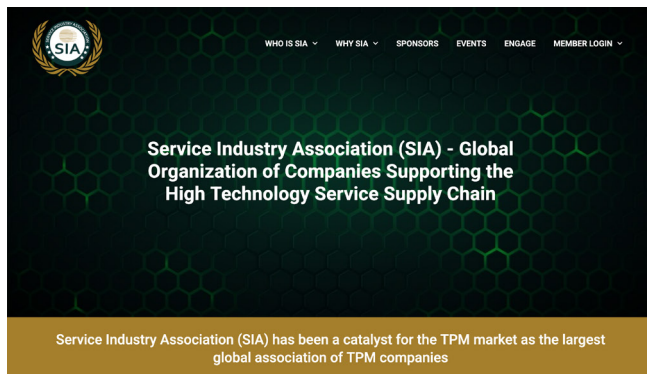
design  
photography  
digital media  
educate

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.



### 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



### Upcoming Events

No current events

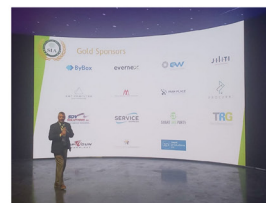
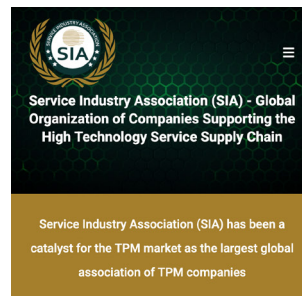
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### Previous Events



Tokyo



Seoul



### SIA = Sustainability

- Reuse** - We extend the usable life by being a strategic partner in your upgrade plans
- Repair** - Our members are experts at keeping your systems running with no downtime
- Remanufacture** - We know how to leverage the best from technology for the greatest results
- Recycle** - Our members are committed to make sure nothing ends up in a landfill

In the dynamic landscape of modern business, companies are on a quest to find the perfect synergy between their economic aspirations and operational efficiency in an age of heightened environmental consciousness. It takes more than just financial gains to secure a successful partnership. Enter the Third-Party Maintainer (TPM) – a game-changer that has the power to revolutionize the way businesses approach their hardware strategy. You can not only achieve their economic and operational objectives but also contribute positively to the planet. By harnessing the incredible potential of a TPM, this becomes a reality.

#### Expertise:

Third-party maintainers specialize in providing sustainable solutions by focusing on specific equipment. By outsourcing the maintenance of their equipment to a third-party maintainer, companies can leverage the expertise of these specialists to improve the efficiency and sustainability of their operations.

#### Optimization:

Third-party maintainers can analyze a company's equipment and processes to identify areas where energy consumption and waste can be reduced. By optimizing operations, companies can reduce their environmental impact and improve their sustainability efforts.

#### Technology:

Third-party maintainers often use advanced technology and tools to monitor and maintain equipment. By leveraging these technologies, companies can reduce energy consumption and emissions, which can have a positive impact on their sustainability efforts.

#### Cost Savings:

By outsourcing maintenance to a third-party, companies can often reduce costs associated with maintaining equipment and implementing sustainable practices. These cost savings can be reinvested in other areas to further improve sustainability efforts.

#### Compliance:

Third-party maintainers can help companies stay compliant with environmental regulations and standards. By implementing sustainable practices and reducing waste and emissions, companies can avoid penalties and fines associated with non-compliance. By working with a third-party maintainer, companies can improve their operational efficiency, reduce their environmental impact, and save costs in the process.

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.



**SSCS**  
Independent IT Hardware Maintenance

**Experience Exceptional Service Quality**



### 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 OpEx reductions. Additionally, an analyst inquiry discussion with Gartner's hybrid support expert, Christine Tenneson, will be extremely helpful.

*"Third-party maintenance (TPM) is 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 500 customers used a third-party maintenance as a form of support in their environment in 2016."*

Christine Tenneson, Gartner [Doc. ID G003277330]

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

Christine Tenneson, Gartner [Doc. ID G00326294]

*"A hybrid maintenance strategy — using OEM-authorized 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.

- "Understand Why 71% of Fortune 100 Companies Now Use Independent Hardware Support"
- "Still Unfamiliar with the Benefits of Third-Party Hardware Maintenance?"
- "CIO/CTO Evidence: Enterprise Trends in Hardware Lifecycle Extension Strategies"
- "If you prefer, please request a self-copy PDF file from your account representative."
- "CIO/CTO Evidence: Financial Impacts from Hardware Support Strategy Redesign"
- "If you prefer, please request a self-copy PDF file from your account representative."



### SSCS PROFESSIONAL SERVICES & IT FIELD SUPPORT

#### IMAC

An industry acronym referring to Installs, Moves, Additions or Changes. This "catch-all" term, for those that are unfamiliar with it, is better described within each category below.

#### SMART HANDS

SSCS offers its Smart Hands service to data center management, making technical experts available to conduct any task other than direct breakfix activities. The Smart Hands service should not be compared to traditional T&M-related, breakfix-like support for hardware assets. Instead, it is best to think of Smart Hands as "on-demand" technical support for special projects.

#### DATA CENTER RELOCATIONS AND/OR IT EQUIPMENT RELOCATIONS


Whether you need to relocate an entire data center around the world, or successfully move one server to the other end of your data center, SSCS has the in-field technical expertise, logistics planning and project management expertise to support you.

#### EQUIPMENT DECOMMISSIONING (OR IT ASSET DISPOSITION)

Assets can get old, but still hold residual value. In other instances, there is no marketplace value at all. Regardless, when you have hardware to be decommissioned, SSCS can help. Whether your needs require DoD erasure through complete disposition, or asset valuation, erasure and resale support, SSCS handles every step of the way — making it easy, without any compromise to security.

#### EQUIPMENT DEPLOYMENTS (OR IT ASSET INSTALLATIONS)

Deployments or installations, no matter what you call it, SSCS has the in-field technical expertise to lead your team through the successful deployment of any hardware assets you need up-and-running quickly. Perhaps you've purchased pre-configured hardware to save on CapEx, but your reseller can't effectively support deployment. SSCS provides the expertise to meet your expectations and timelines.



**JTI Network Cisco Lifecycle & Asset Assurance**  
Cost Controls & Compliance

**Original Equipment Manufacturers Supported**  
This service is designed for all Cisco products. However, we can replicate the support model for Juniper, Brocade, F5, HPE, and others. Requested: ADTRAN, Enterasys, Dell, HP, Huawei, Arista, Avaya, Xerox, Moxia and others.

**SMARTest cost containment**  
aka 100% entitlement compliance

**Certified Services:**  
Cisco, Brocade, Enterasys, Dell, HP, Huawei, Arista, Avaya, Xerox, Moxia and others.

**Expertly simplified self-sourcing model**  
entitlement, compliance, transparency

**Configuration Management Database (CMDB)**  
Automatic detection and audit

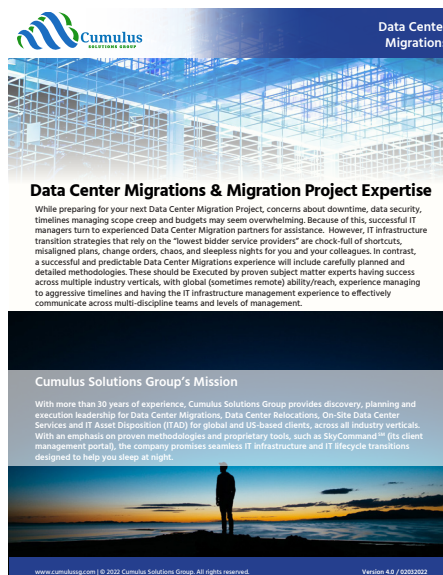
**Milestone date management**  
enables ongoing asset cost reduction

**About Us**  
JTI Network clients can achieve the OpEx savings of Third Party Maintenance while maintaining full compliance with OEM entitlements and Cisco Smart Licensing policies. JTI Network provides clients a simplified method to achieve greater cost savings while ensuring compliance and protecting ITAM best practices. Clients contain their annual SMARTest spend without the complications of managing a software license. In addition to installing, controlling, managing and SOC support, JTI Network manages the contract lifecycle and ensuring timely audit of parts logistics for you, in a way that returns your existing support contract. JTI Network is the first independent provider in the global marketplace to offer a comprehensive solution, which preserves the value of your SMARTest contract. This service expands the asset type/classes able to move off-obsolete, yet ineligible for support by other independent providers.

**Service Features**  
• 350,000 IT Infrastructure Systems Maintained, 850,000 items in stock, 250,000 items per client every year  
• Provides a detailed SMARTest contract analysis to identify opportunities for OpEx savings  
• Commitment to partnering with your Cisco VAR  
• Provides condensed credit inventory for temporary projects/changes. JTI Network coordinates the transfer of inventory from your storage facility to its own  
• Upon arrival, JTI Network audits all assets and records Risk, Audit and full milestone dates for simplified lifecycle management  
• Once entitlement dates for each asset, then ensuring the proper entitlement where necessary  
• All digital — allowing for cloud stocking locations to fulfill your requests/needs and SLAs

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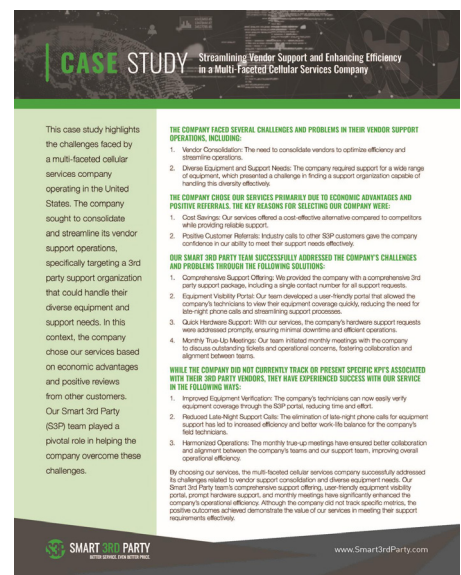
**Cumulus Solutions Group**

**Data Center Migrations**

**Data Center Migrations & 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 check-full of shortcuts, misaligned plans, change orders, chaos, and sleepless nights for you and your colleagues. In contrast, a successful and predictable Data Center Migrations experience will include carefully planned and detailed methodologies. These should be executed by proven subject matter experts having success across multiple industry verticals, with global (sometimes remote) ability/teach, 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 SkyCommand™ (its client management portal), the company provides 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 advantages 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, which presented a challenge in finding a support organization capable of handling this diversity effectively.

**THE COMPANY CHOSE OUR SERVICES PRIMARILY DUE TO ECONOMIC ADVANTAGES AND POSITIVE FEEDBACKS. THE KEY REASONS FOR SELECTING OUR COMPANY WERE:**

1. Cost Savings: Our services offered a cost-effective alternative compared to competitors while providing reliable support.
2. Positive Customer Feedback: Industry calls to other S3P customers gave the company confidence in our ability to meet their support needs effectively.

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

1. Comprehensive Support Offering: We partnered the company with a comprehensive 3rd party support package, including a single contact number for all support requests.
2. Equipment Variety Training: Our team developed a user-friendly portal that allowed the company's technicians to view their equipment coverage quickly, reducing the need for overnight phone calls and streamlining support processes.
3. Quick Hardware Support: With our services, the company's hardware support requests were addressed promptly, ensuring minimal downtime and efficient operations.
4. Monthly True-Up Meetings: Our team initiated monthly meetings with the company to discuss outstanding tickets and operational concerns, fostering collaboration and alignment between the company's teams and our support team, improving overall service.

**WHILE THE COMPANY DID NOT CURRENTLY TRACK OR PRESENT SPECIFIC KPIs ASSOCIATED WITH THEIR 3RD PARTY VENDORS, THEY HAVE EXPERIENCED SUCCESS WITH OUR SERVICE IN THE FOLLOWING WAYS:**

1. Improved Equipment Verification: The company's technicians can now easily verify equipment coverage through the S3P portal, reducing time and effort.
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 field technicians.
3. Streamlined Operations: The monthly true-up meetings have ensured better collaboration and alignment between the company's teams and our support team, improving overall service.

By choosing our services, the multi-faceted cellular services company successfully addressed challenges related to vendor support consolidation and diverse equipment needs. Our Smart 3rd Party team's comprehensive support offering, user-friendly equipment variety portal, prompt hardware support, and monthly meetings have significantly enhanced the company's operational efficiency. Although the company did not track specific metrics, the positive outcomes achieved demonstrate the value of our services in meeting their support requirements effectively.

**SMART 3RD PARTY**  
BETTER SERVICE. LONGER LIFE. 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*

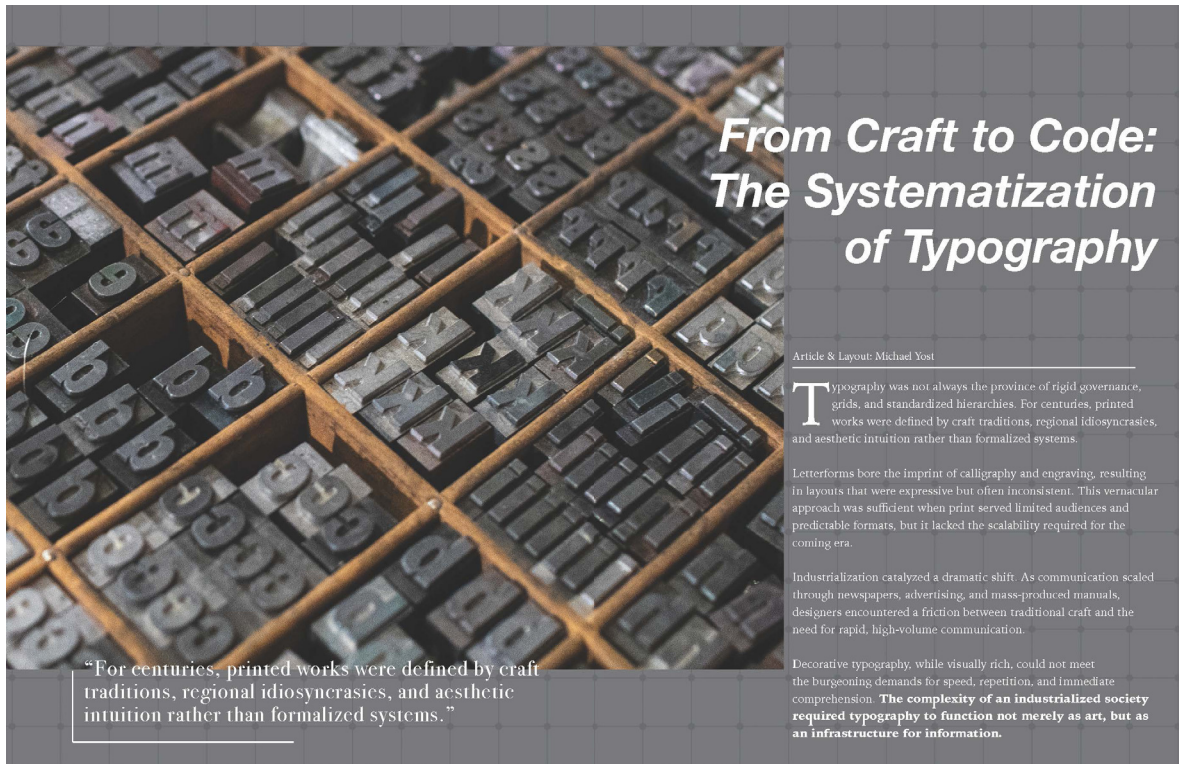


*Incorrect by Design*

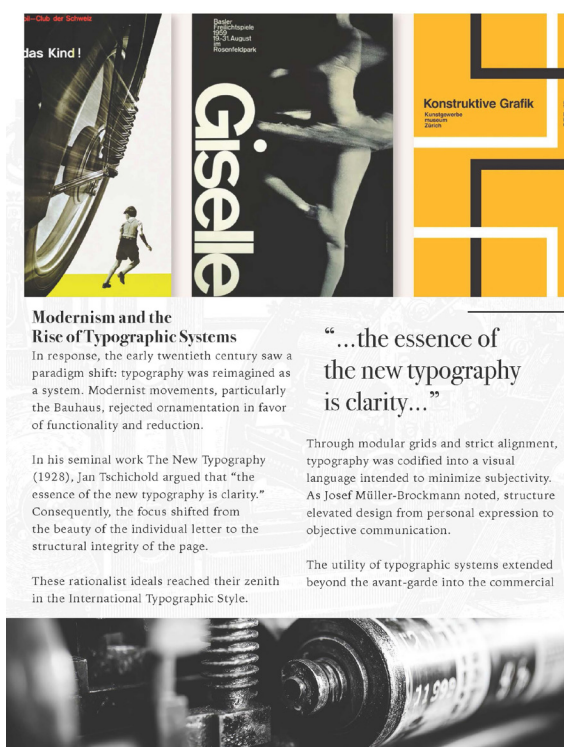
*Experimental Typography  
Study, 2025*

# TYPOGRAPHIC SYSTEM

## Editorial Layout, Hierarchy, & the History of Graphic Design



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.



real. 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.

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## ***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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