

hi, my name is

michael shirey.

I am an award-winning brand designer based in New York City. I have a decade of experience, including agency, publishing, CPG, food & beverage, healthcare, and nonprofit work.

I believe that great design has the power to effect positive change in the world, and I am seeking to work with mission-driven brands in service of that change.

EXPERIENCE

AMIT Children, Brand Designer

New York, NY | March 2017 - Present

- Leads a series of print and digital marketing efforts for an education nonprofit in the US and in Israel, generating greater donor engagement and financial support
- Redesigned internal magazine, *Inside AMIT*, and launched quarterly e-newsletter, Ma Nishma
- Leads design for social platforms, increasing followers and engagement year-to-year

Miller Farms, Brand Design & Strategy Lead

New York, NY | April 2020 - Present

- Rebranded a 70-year-old family business – including a new identity system, brand guidelines, website, and packaging
- Developed brand strategy to migrate Miller Farms' in-person experience – no longer an option due to COVID-19 – into an impact-driven e-commerce platform
- Leads social and digital campaign efforts, including Facebook advertising and email marketing, directly supporting year one revenue of \$234,000

Gay City News, Art Director

New York, NY | April 2012 - March 2017

- Designed cover illustrations, page layouts, and advertisements for New York's premier LGBTQ+ newspaper
- Managed Pride-month partnerships and expanded circulation, increasing revenue ~10% year-to-year
- Launched Gay City Impact Awards, honoring local queer leaders
- Managed a team of junior graphic designers

Zehnder Communications, Junior Designer

New Orleans, LA | August 2010 - August 2011

- Worked with clients on award-winning brand identities and ad campaigns

EDUCATION

School of Visual Arts

New York, NY | 2019
Masters in Branding
Honors Program

Savannah College of Art & Design

Savannah, GA | 2010
BFA, Graphic Design
Graduated Cum Laude

HONORS

Lauren Zelski Award

The highest honor awarded annually to the SVA Branding student who outperformed in classwork, honors project, and thesis. (2019)

AMCP MarCom Awards

Print Media, Nonprofit

Inside AMIT Magazine (*Platinum*, 2020)

Inside AMIT Magazine (*Platinum*, 2019)

AMIT Passover Campaign (*Platinum*, 2018)

Inside AMIT Magazine (*Gold*, 2017)

AMIT 2016 Annual Report (*Gold*, 2017)

Branding, Nonprofit

AMIT Exec Circle (*Gold*, 2019)

New York Press Association

Best Multi-Advertising Ads

Gay City News (*First Place*, 2016)

Best Small Space Ad

Chelsea Now (*First Place*, 2015)

Overall Design Excellence

The Villager (*First Place*, 2013)