

# hi, my name is michael shirey

I have over 10 years experience in design and strategy across many sectors, including nonprofit organizations, academic institutions, start-ups, news publications, and socially-driven businesses across the country.

## EXPERIENCE

### **The Gordon Co., Brand Designer & Strategist** **April 2022 - Present**

Play a leading role in developing unique strategic positioning and visual expressions for incredible brands like Big Sunday, Global Citizen Year, Max Pittion, Menlo School, and Story Syndicate.

### **Design Matters Media, Visual Designer & Strategist** **June 2021 - December 2022**

Led the visual strategy and design for Lambda Legal — including competitive audit, stakeholder interviews, visual language report, identity exploration, and comprehensive brand activations.

### **Get Out, Freelance Brand Designer & Strategist** **April 2020 - December 2022**

Led the rebranding for multiple socially-driven clients, including Miller Farms and Provincetown Bookshop (brand strategy, visual identity and branded assets across physical and digital platforms. Also managed Get Out branding in brand guidelines, website, advertising, and client presentations,

### **AMIT Children, Brand Designer** **March 2017 - June 2021**

Worked with a collaborative marketing team to develop a wide variety of print and digital brand campaigns — including annual reports, in-house magazines, quarterly fundraising campaigns, monthly newsletter, and weekly event marketing materials.

### **Gay City News, Editorial Designer** **April 2012 - March 2017**

Designed and managed cover illustrations, page layouts, and advertisements for New York's premier LGBTQ+ newspaper.

### **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  
Graduated Valedictorian

### **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-Space Advertising**

Gay City News (*First Place, 2016*)

#### **Best Small Space Advertising**

Chelsea Now (*First Place, 2015*)

#### **Overall Design Excellence**

The Villager (*First Place, 2013*)