

hi, my name is michael shirey

Designer and strategist with 14 years experience 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, Intrepid IB, 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 rebrand — including competitive audit, stakeholder interviews, findings summary, visual language report, identity exploration, and executing brand activations across multiple mediums.

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

Assisted with 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).

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

Worked with a collaborative marketing team to develop a wide variety of print and digital brand materials — including annual reports, monthly and quarterly publications, and seasonal fundraising campaigns.

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

Graphic Design USA

Featured in GDUSA Magazine's 2025
GDUSA People To Watch (2025)
GDUSA Design Awards (2024)

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)
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)

Overall Design Excellence

The Villager (First Place, 2013)