

Michael Vizzina / Design

Graphic Designer, Experienced Design Director

(205) 566-1590

hello@michaelvizzina.design

I am a graphic designer specializing in the creation of brand identities and their integration across all media. While recognized for my environmental design work in placemaking—bringing concepts to life in physical spaces and crafting large-scale visual experiences that foster community and connection—my expertise spans a wide range of design disciplines. With nearly three decades of experience, I deliver visually compelling and strategically effective design solutions. I enjoy creating brand experiences that blend intuitive interaction with aesthetically evocative design.

PROFICIENCIES

Brand Identity; Typographic Systems; Interaction Design/UI/UX; Content and Navigational Systems; Iconography; Motion Graphics; Print. I'm skilled in all primary applications within Adobe Creative Suite. To complement my graphic and vector aesthetic, I also hand sketch and illustrate. In the area of web design and development, I'm hands-on with HTML, CSS, JavaScript, and the inner workings of WordPress publishing environments.

BRAND DEVELOPMENT

My work at several prominent agencies has given me extensive experience in brand development across all stages. Whether for new or existing companies, I identify business objectives and contribute significantly to the written strategies that define them. This has enabled companies to establish communication objectives for ongoing campaigns. My roles range from high-level strategic planning to providing essential design components, ensuring both vision and execution align with goals.

Logos

Design Systems

Strategy Writing

Ad/Campaign Design

Illustration

Copywriting

Client Interfacing

WEBSITES • DIGITAL PROPERTIES

My roles have frequently focused on the digital space, with a strong emphasis on Information Design and UX deliverables—areas where I excel. However, my career has balanced digital work with visual design, tone, and aesthetics.

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PORTFOLIO

michaelvizzina.design

WORK HISTORY

Michael Vizzina Studio

Freelance Design Director

2024 - Present

Birmingham, Alabama

FRED Communication by Design

Design Director

2014 - 2024

Birmingham, Alabama

Luckie

Senior Interaction Designer

2010 - 2014

Birmingham, Alabama

Lawler Ballard Van Durand

Design Director

2002 - 2010

Birmingham, Alabama

blr|further

Associate Creative Director

2001 - 2002

Birmingham, Alabama

2Bridge

UI Designer

2000 - 2001

San Francisco, California

Resource/Ammirati

Designer

1999 - 2000

San Francisco, California

Studio Archetype/Sapient

Designer

1997 - 1999

Atlanta, Georgia

Lewis Communications

Designer

1995 - 1997

Birmingham, Alabama

My most extensive experience in digital design comes from roles where I was introduced to methodologies like IDEO's Design Thinking, deepening my understanding of how to break down information and present it in progressively comprehensive messages.

Information Design
Wireframing + UI/UX
Web Design
Motion Graphics
Long + Short Form Writing

EXPERIENCE

I'm a Birmingham native and a graduate of the Auburn University School of Industrial and Graphic Design. I spent years working in the San Francisco and Atlanta design communities before returning home to The Magic City, where growth and creative energy continue to inspire my work.

My agency experience includes Studio Archetype/Sapient, Resource/Ammirati, Lewis Communications, and Luckie. I've worked on the following major brands, each opportunity enhancing my understanding of how design can elevate a brand's presence and connect with its audience.

Vanderbilt
Baptist Health System
HGTV
JVC America
Coca-Cola
Bank of America
UPS
Sun Microsystems
VeriFone
Adobe
HP
ING Group
Deutsche Bank
JP Morgan

Nisus Corporation
Oklahoma Heart
Bellin
Smithfield Foods
Bayer Environmental Science
Alabama Tourism
Char-Broil
GSK
Alabama Power
Little Debbie
Brasfield & Gorrie
Diversified Energy

EDUCATION

Auburn University
Bachelor of Arts,
Graphic Design; Illustration
1991 - 1995