

# Michael Vizzina / Design

Graphic Designer, Experienced Design Director

(205) 566-1590

hello@michaelvizzina.design

I am a graphic designer specializing in the creation and re-creation of brand identities and their extension across all media, including environmental design. I incorporate my concepts into physical spaces, crafting large-scale visual experiences that engage, inspire, and advance the objectives of the brand. With nearly three decades of experience, I deliver design solutions that are visually compelling and strategically effective. 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.

*Cont'd*

## PORTFOLIO

michaelvizzina.design

## WORK HISTORY

**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

## EDUCATION

**Auburn University**

*Bachelor of Arts,*

*Graphic Design; Illustration*

1991 - 1995

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	Nisus Corporation
Baptist Health System	Oklahoma Heart
HGTV	Bellin
JVC America	Smithfield Foods
Coca-Cola	Bayer Environmental Science
Bank of America	Alabama Tourism
UPS	Char-Broil
Sun Microsystems	GSK
VeriFone	Alabama Power
Adobe	Little Debbie
HP	Brasfield & Gorrie
ING Group	Diversified Energy
Deutsche Bank	
JP Morgan	