

Micah Shannon

micahshannon.com

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Education

Fall 2022–Present, Class of 2027 (Cincinnati, OH)

University of Cincinnati, College of DAAP

Bachelor of Science in Design,
Communication Design | 4.0 GPA, Dean's List

Participating in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.

Fall 2020–Spring 2021 (Buffalo, NY)

SUNY Buffalo State University

Bachelor of Fine Arts,
Graphic Design | 4.0 GPA, Dean's List

2016–2020, Class of 2020 (Syracuse, NY)

Homeschooled

Involvement

Title Mag, Design for America, Eurostampa
Envelope 8, Northside Photo Walk, Adobe Max,
RevolutionUC & MakeUC Hackathons, Chi Alpha
Fellowship, Pickleball Club, Fencing Club

Skillset

Brand Identity Design
Print & Packaging Design
Illustration

Software & Tools

Adobe Creative Cloud, Figma, Canva, Miro,
Davinci Resolve, Blender, ChatGPT, Cargo,
DSLR Photography (+Microsoft Office, Slack,
Mac OS)

Select Clients

The Coca-Cola Company, General Mills,
SCJohnson, Johnson & Johnson, Bacardi,
OFF!, Redwood Empire, British American
Tobacco, Fairlife

Experience

Summer 2025 (Key West, FL)

Brightwild | Brand Design Co-op

Designed collateral against Brightwild brand and across 6 luxury vacation brands in Key West. Shaped a bold brand identity refresh for Brightwild, leading an internal design audit and building a robust design system.

Spring + Fall 2024 (Cincinnati, OH)

Landor | Packaging Design Co-op

Created packaging designs and developed brands for global clients like General Mills and Coca-Cola. Collaborated with international creative teams to research, ideate, and refine design concepts and build out client pitches and presentations. Focused on brand-led design and illustration with an emphasis on strategic storytelling.

Spring 2020–Present (Cincinnati, OH)

MicahHere | Freelance Illustrator & Designer

Operate freelance design business, creating illustrated designs for global clients in branding, merch, print, and packaging. Manage an Etsy storefront with 1,700+ sales and a 5-star seller rating. Acquired 20,000+ organic followers on Instagram in one year. Launched a 27-product phone case collection in collaboration with Casetify. Illustrated a children's self-help novel, nationally distributed in schools.

Summer 2023–Present, Part-Time (Cincinnati, OH)

Experiential Design Lab | Design Research Associate

Reinvent Cincinnati Metro's public bus wayfinding systems. Conduct in-depth typographic research and analysis. Create iterative signage designs and print artifacts. Construct and test prototypes on-site. Co-authored a peer-reviewed academic article on design process and efficacy of typography in transit signage.

Spring 2021–Summer 2022 + Summer 2023 (Cincinnati, OH)

Scarlet & Gray | School Custodian

Performed daily solo cleaning of 30+ classrooms in 2 schools under strict timeline. Executed full-service summer detailing across 5 school campuses. Received praise for diligence and team leadership.

Fall 2022–Spring 2023, Part-Time (Cincinnati, OH)

University of Cincinnati | Front Desk Worker

Designed promotional print materials, managed front desk, and supported faculty in School of Design office.

Fall 2019–Summer 2020 + Summer 2021 (Syracuse, NY)

Ironhorn Enterprises | General Laborer

Executed detailed punch lists of tasks at 200+ properties to prepare for showing. Adapted to up to 5 new job sites daily, consistently required to learn new skills on the fly in high-risk environments.