



## Professional History

### SENIOR GRAPHIC DESIGNER

#### Seattle Aquarium (Oct 2012 – Jan 2025)

After many years of working with the Aquarium as a client, I joined the in-house marketing team in 2012, working on a wide variety of print and digital deliverables and taking the lead on signage/wayfinding.

- Annual reports
- Magazine
- Wayfinding
- Habitat and facility signage
- Vehicle wraps
- Posters
- Video editing
- Web design/development
- Oversee and mentor contract graphic designers
- Manage vendor relationships

### FOUNDER

#### Living Fancy (Oct 2016 – 2020)

Propelled by my experience developing products with BlueQ, I launched my own endeavor, creating a line of soaps, socks, wrapping paper and more.

- Product design and development
- Coordinate manufacturing
- Web design/development
- Advertising
- Video editing
- Sales

### VICE PRESIDENT, CO-FOUNDER

#### Modern Dog Design Co. (Jul 1987 – 2012)

Fresh out of college, I co-founded Modern Dog with Robynne Raye, eventually expanding to a studio of 5 designers and working with clients including Coca-Cola, K2, Converse, RCA Records, Uni-Qlo, Showtime and others.

- Creative direction
- Branding
- Packaging
- Illustration
- Web design/development
- Speaking engagements
- Running workshops
- Hiring, mentoring and supervising employees

### ADJUNCT PROFESSOR

#### Cornish College of the Arts (2001 – 2012)

Leading workshops helped me discover a love for teaching—with several students eventually joining Modern Dog as interns and employees.

Classes taught:

- Packaging design
- Web design
- Motion design
- Photoshop and Illustrator
- Video editing
- More!

---

## Skills

**Creativity and design:** Creative direction · Art direction · Branding · Graphic design · Typography · Logo design · Wayfinding · Illustration · Video editing · Packaging design · Product design and development

**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver, Audition) · Word · Excel, Powerpoint · SketchUp · Blender 3D · Ableton Live · Wordpress · HTML · CSS

**Other:** Brazilian Jiu-Jitsu · Music · Figuring out the universal remote





## Industry recognition

As a young designer, I was identified by Graphic Design magazine as one of the “People to Watch”. Since then, I have received hundreds of awards and recognition from every major U.S. design publication/organization, including Graphis, ALGA, Type Directors Club, American Center for Design 100 Show, and Communication Arts. My work is represented in the permanent archives of The Louvre (Rohan Marsan wing), Warsaw National Museum, Smithsonian Institute’s Cooper-Hewitt National Design Museum, the Library of Congress, Denver Art Museum, Hong Kong Heritage Museum, Experience Music Project and the Museum Fur Kunst und Gewerbe, among others.

## Personal and professional recommendations

There are two things I look for in any creative I work with – do they have talent and are they a dick. Mike has tons of talent. Mike is not a dick. This is important, so I will repeat it. Mike has tons of talent – Jesus, just look at his portfolio! Look at the work for Modern Dog, for Living Fancy, for the Seattle Aquarium! If that doesn’t feel like a breath of fresh air, like the kind of stuff that others aim at and miss, like zigging in a universe of zaggers, then you need to go back to school and reconsider your career choices. And he is not a dick – he is passionate, dedicated, hardworking, smart, insightful, creative, fun, friendly and considerate. And these are extremely important qualities to have because while creativity is not a frictionless endeavor, it is not helped by tantrums, hissy fits and hysterics. It is hindered by them. They result in worse work, that takes longer and often costs more. That’s why Mike not being a dick is so important. And that’s why I love working with him, look forward to working with him in the future, and suggest you work with him right now.

### **Martin Bihl**

*Executive Creative Director at LevLane Advertising*

If you didn’t already know, Mike was one of the co-founders of the hugely influential design agency MODERN DOG. Their innovative work was part of the reason I pursued a career in design. They added a unique, memorable approach to everything they touched and had fun doing it. Mike is great guy and will bring a mountain of experience and insights to any graphic design related project.

### **Nate Williams, Illustrator**

*curiosity, play, discovery*

Mike and his Company, Modern Dog Design Co. is not only one of the best in graphic design industry but also the best place to work for. All the staff at Modern Dog were very talented and gave me tremendous amount of guidance and support. That made me grow a lot as a designer. It was always enjoyable to work there.

### **Junichi Tsuneoka**

*10+ years of strong print/digital design. Partial clients include: Nike, adidas, Google, Yahoo, Microsoft etc.*

Mike Strassburger, as co-founder and designer of Modern Dog, was one of the reasons I decided to become a professional graphic designer. I saw Mike give a talk years ago at a local design event in Dayton, Ohio. His ability to present beautiful design work and infuse his unique sense of humor was both engaging and memorable. The work Mike has created, and the design talks he has given over the years have inspired me in my career. As a kid growing up in Ohio, the work he has created is iconic. As a young designer, his work hung on the walls of my bedroom as something to strive for. I still have the dump truck sticker he gave me the night I saw him speak. Now, 20 years later, his work continues to inspire the next generation of graphic design students I teach every day at The Modern College of Design. Thanks, Mike for the tons of shit you’ve delivered and continue to deliver daily.

### **Matthew Flick**

*Vice President of Program Development & Industry Relations at The Modern College of Design*

Mike has been an incredible member of our team and brings creativity, problem solving and outside-the-box thinking to every challenge. He thrives working as a team and can take a project and run if given a solo project. Prior to working at the Aquarium I worked in a creative agency environment where we worked with a diverse group of designers. I know Mike would thrive in such an environment and I feel fortunate to have been on a team with him.

### **Derek Baker**

*Sr. Director of Strategic Initiatives & Government Affairs, Seattle Aquarium*

Mike Strassburger is a magical designer and a delightful human being to work with. I’ve known Mike for decades and worked peripherally with him many times, and the degree of creativity and fresh thinking that he brings is consistently “wow”. On the practical side, he has a wealth of knowledge and experience to draw from and is adaptable to both practical problem solving and completely out there, mind blowing work. If you have the opportunity to work with this Seattle graphic design legend—do it!

### **Dinah Coops**

*UX Design and Research*

More recommendations available upon request.

