

## PROFESSIONAL PROFILE

Susannah Hainley (she/her) is an independent design consultant, educator, and comics creator based in San Francisco. She leads visual communication initiatives for small businesses, nonprofits, and educational institutions through a blend of brand strategy and art direction. Since 2017, she has helped influence the next generation of designers by teaching visual design part-time at General Assembly. While there, she was named Distinguished Faculty (the top 1% of instructors worldwide), acted as the first-ever chair for the Visual Design Product Advisory Board, and assisted GA in evolving their design curricula. Her comics have been published by *The Washington Post* (which named one of her illustrated stories in their top ten "Comics That Captured 2021") and by a variety of small online publishers. Before launching her own consultancy five years ago, she garnered experience from working both in-house at *The New York Times* and agency side at design firm Red Rooster Group.

## EDUCATION

### Master of Arts, Food Studies

University of the Pacific (2020)

### Bachelor of Arts, Art

*Concentration in Art & Design*

DePaul University (2009)

**Graphic Novel Workshop**, Center for Cartoon Studies (2022)

**User Experience (UX) Design Certificate**, General Assembly (2020)

**Front-End Web Development Certificate**, General Assembly (2014)

## WORK EXPERIENCE

### Self-Employed (2017 – Present)

– Design & Brand Consultant, Comics Creator

**SELECT CLIENTS:** *California Academy of Sciences, Hearst, NurtureNW, The Primary School, The Washington Post, Playful Software, Scholars at Risk Network, SFMOMA, Rutgers University*

### The New York Times, T Brand Studio (2015 – 2017)

– Senior Art Director (Nov. 2016 – Jun. 2017)

– Art Director (Feb. 2016 – Nov. 2016)

– Creative Technologist (Mar. 2015 – Jan. 2016)

**SELECT CLIENTS:** *Adobe, BMW, Capital One, Cartier, Dell, Delta, Ford, Google, Guinness, Lincoln, MTV, Nest, Olay, Bill & Melinda Gates Foundation, The Girls' Lounge, University of Minnesota, Vanguard*

### Red Rooster Group (2010 – 2015)

– Senior Designer (Feb. 2013 – Feb. 2015)

– Graphic Designer (Aug. 2010 – Jan. 2013)

**SELECT CLIENTS:** *ACLU, Junior League of Washington, NYC Mission Society, Student Advocacy, Inc., Pratham USA, Partnership with Native Americans, The Jewish Education Project, Yeshivah of Flatbush*

## **TEACHING EXPERIENCE**

### **California College of the Arts**

- **Adjunct Professor** (Summer 2023–present), MFA in Comics, BFA in Comics

#### ***Courses taught***

- Digital Tools (BFA)
- Digital Comics (BFA)
- Digital Comics (MFA)

#### ***Workshops taught***

- AI & Comics (MFA)

### **General Assembly**

- **Visual Design Product Advisory Board Member** (2020–2021)
- **Visual Design Product Advisory Board Chair** (2018–2020)
- **Instructional Associate** (2015, 2022)
- **Instructor** (2017–2022)

#### ***Courses taught***

- Visual Design part-time course (8 weeks)

#### ***Workshops taught***

- Visual Design Bootcamp
- Intro to Visual Design
- Design a Better Presentation Deck

### **Independent private design tutor** (2019–2023)

### **Independent design mentor** (2019–2023)

- GroupUps (2021–present)
- Instamenu (2020–2021)
- SFMOMA (2019–2020)

## **CURRICULUM DEVELOPMENT**

### **Courses**

- UX Design Immersive course (subject matter expert), General Assembly
- Visual Design course (made case for redesign; subject matter expert), General Assembly
- Visual Design accelerated course, General Assembly

### **Workshops**

- “Visual Design Bootcamp,” General Assembly
- “Intro to Visual Design,” General Assembly
- “Design a Better Presentation Deck,” General Assembly
- “AI & Comics,” CCA

## **PUBLICATIONS & PROJECTS**

- **“I’m not sure about being a mom. But I love being an aunt.”**  
comic, *The Washington Post* (2023)
- **“My ancestor was accused of witchcraft. Here’s why her story haunts me.”**  
comic, *The Washington Post* (2022)
- **“Regaining Breast Sensation,”** comic, *Oh Joy Sex Toy* (2022)
- **“Ta Ta: A Mastectomy Story,”** zine, self-published (2021)
- **“Who Owns the Land of the Free?”** infographic, *Riot & Roux!* magazine (2021)
- **“Susannah Hainley: A Coming Out Comic,”** comic, *A Bundle of Sticks* magazine (2020)
- **“My double mastectomy made me reevaluate: What do my breasts mean to me?”**  
comic, *The Washington Post* (2021)
- **“How to Eat: Examining Food, Diet & Culture,”** zine, self-published (2019)
- **“Hungry Womxn,”** zine, self-published (2019)

## **TALKS & EVENTS**

- **Host & Instructor**, “Info-Comics,” Friday Night Workshop, SAW, via Zoom (2024)
- **Host & Instructor**, Figure Drawing, Silver Sprocket, San Francisco, CA (2024)
- **Invited Reader**, *Cook Like Your Ancestors* Book Tour, Silver Sprocket, San Francisco, CA (2024)
- **Invited Guest Exhibitor**, inaugural Pride in Panels: SF Queer Comics Fest, San Francisco, CA (2024)
- **Organizer and moderator**, “Beyond the Brand: SF Design Week Panel + Wine Tasting,”  
San Francisco, CA (2019)
- **Exhibitor**, East Bay Alternative Book & Zine Fest (EBABZ), Oakland, CA (2019)
- **Organizer and facilitator**, “How Can We Better Teach Ethics, Inclusion, & Accessibility at GA?” and  
“The Future of Design at GA,” General Assembly Instructor Summit, Atlanta, GA (2019)
- **Panelist**, “Find Out What Matters Most to Your Creatives,” IEN Creative Operations Conference,  
San Francisco, CA (2018)

## **HONORS & AWARDS**

- **Distinguished Faculty**, General Assembly (2019–present)
- **Top 10 “Comics that Defined 2021”** for “My double mastectomy made me reevaluate:  
What do my breasts mean to me?” by *The Washington Post’s* The Lily” (2021)
- **“Best Sponsored Editorial”** for Nest *NY Times* Paid Post, Native Creatives (2016)

## **VOLUNTEER WORK**

- **FOG Readers Tutor**, San Francisco Public Library, San Francisco, CA (2022–present)

## **TECHNICAL SKILLS**

### **Software & Code**

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Canva
- Figma
- Google Suite

- Keynote
- Microsoft Office Suite
- Procreate
- Squarespace
- Wix
- WordPress

### **Classroom Management**

- Discord
- Slack
- Zoom