

# susannah hainley

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LOCATION San Francisco, CA

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2015, 2017

## **INSTRUCTOR**

*General Assembly*

Instructional Associate (Jan 2015 – Mar 2015)

Teaches adult students the principles of design and the skills necessary to create beautiful, effective digital products through General Assembly's 8-week Visual Design course. Uses industry expertise to provide students with context for real-world application of concepts. Worked closely with GA staff to develop the content and the structure of the course as an Instructional Associate for the pilot program in 2015.

## **CERTIFICATE, FRONT-END WEB DEVELOPMENT**

*General Assembly*

New York, NY | 2015

## **BA, GRAPHIC DESIGN**

*DePaul University*

Chicago, IL | 2009

Graduated Summa Cum Laude

2015 – 2017

## **SENIOR ART DIRECTOR**

*T Brand Studio, The New York Times*

Art Director (Feb 2016 – Nov 2016)

Creative Technologist (Mar 2015 – Jan 2016)

Managed a team of designers dedicated to the creation of *The New York Times'* native ad product, Paid Posts. Maintained the creative infrastructure of this rapidly growing studio alongside the associate creative director, by helping hire new team members, identifying and resolving workflow and process issues, and encouraging cross-functional collaboration. Assisted designers in conceiving and executing the high-quality, interactive, cross-platform brand stories that have earned T Brand Studio "Hottest in Native Advertising" from Adweek's Hot List two years in a row.

## **Skills**

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

Microsoft Office Suite

G Suite (Google Apps)

Keynote

Sketch

Flite

HTML / CSS

Illustration

Copywriting

Copyediting

Prepress / Printing

Project Management

WordPress

French (Intermediate Level)

Spanish (Beginner Level)

2010 – 2015

## **SENIOR DESIGNER**

*Red Rooster Group*

Graphic Designer (Aug 2010 – Jan 2013)

Designed and directed the production of a wide range of brand and marketing materials to strengthen brand presence and attract donors for our nonprofit clients. These included websites, logos, brand manuals, magazines, annual reports, brochures, presentations, and invitations. Managed project timelines and client relationships for each project, and oversaw a small team of junior designers and interns. Worked closely with the founder to develop marketing materials and strategies for the company.

## **When not working, you**

can find me on the track,  
playing roller derby with  
some badass women.

(Formerly skated with NYC's  
Gotham Girls, soon to skate  
with SF's Bay Area Derby.)

2009 – 2010

## **INFOGRAPHIC DESIGNER**

*Buzzpoint*

Worked with staff writers to develop concepts for infographics. Researched, designed, and illustrated finalized concepts for distribution online.