
Owner + Principal Designer Susan Ackermann Graphic Design, LLC
2013–present Ann Arbor, Michigan

- Design and project manage printed and digital materials, create branding and identity systems, and advise clients on their visual representations and overall messaging.
- Write design proposals, create and manage production schedules, seek vendor estimates, create and distribute final artwork, and handle all administrative work required in the running of a small business.
- Clients include the National Organization of Minority Architects, MASS Design Group, Ann Arbor Hands-On Museum, North Coast Services, Local Initiatives Support Corporation, and several units of the University of Michigan: the Erb Institute; the Ross School of Business; Center for Southeast Asian Studies; Center for Middle Eastern and North African Studies; the University of Michigan Museum of Art, and others.

Lecturer I University of Michigan Penny W. Stamps School of Art & Design
2014–2017 Ann Arbor, Michigan

- Created and instructed curriculum for college-level art and design students wishing to explore the study of graphic design. Courses taught were Sign + Symbol (an introduction to visual communication), Adobe InDesign mini-courses (for beginner- and intermediate-level experience), and Typography (the fundamentals of designing with type only).
- Mentored students, wrote recommendation letters, and secured multiple on-campus internships for exemplary students.

Senior Designer University of Michigan Museum of Art
2004–2013 Ann Arbor, Michigan

- Designed all in-house needs: exterior banners, bi-monthly member magazine, gallery guides, visitor guides, wayfinding signage, e-newsletters, and annual reports. Design work extended to exhibition entry walls, paint color selection, layout assistance, text panels, and labels.
- Collaborated with the External Relations Manager and Senior Writer to ensure that all advertisements and publications met UMMA's communications goals, including creating marketing messaging for Museum expansion and reopening in 2009.
- Sourced event and portrait photography, and art directed photo shoots.
- Prepared print bids, exploring cost-effective methods and time-saving techniques to secure production needs.
- Coordinated projects with vendors and print representatives.

Additional Positions Held

Graphic Designer, term-appointed University of Michigan Taubman College of Architecture and Urban Planning
2018–2019 Ann Arbor, Michigan

Graphic Designer New York University School of Law
2002–2004 New York, New York

Graphic Designer Savitski Design
1998–2001 Ann Arbor, Michigan

Education Bachelor of Fine Arts, magna cum laude
University of Michigan Penny W. Stamps School of Art & Design
Ann Arbor, Michigan