

# SUSANNAH BAYLISS

GRAPHIC DESIGNER | LONDON, UK

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A London-based Graphic Designer with a cross-disciplinary background in fine arts, specializing in branding and packaging design. My work is defined by a concept-first perspective and a passion for creative expression, allowing me to approach a broad spectrum of visual language styles with rigor and an open mind. My professional experience includes visual design leadership for top educational programs and creating brand systems and identities for tech start-ups and non-profits.

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## PROFESSIONAL EXPERIENCE

### Brand & Packaging Designer – Self Employed

Jan 2023 – Present

Collaborated with a range of 20+ retainer and one-off clients, specializing in brand systems, visual identity, digital design, and packaging solutions. Translated complex ideas into compelling visual concepts and delivered cohesive design systems using Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), and Webflow.

## SELECTED PROJECTS

- **The Panel** | *Branding & Visual Identity:*

Art-directed and developed the brand system, including visual identity and messaging, for a food compliance start-up, validating the MVP's potential by securing a key anchor client (Detroit Eastern Market) and enabling the initial round of investment funding.

- **Bering Drive Church** | *Branding & Visual Identity:*

Designed a complete logo system to modernize a non-profit's updated affirming brand, directly enabling a more inclusive public presence and stronger community connection with an increase of 7.5% in total membership, and a 25% increase in their youth organization membership.

- **Clarify** | *Branded Course Visuals:*

Designed a visual identity and a valuable framework for a technical course, working alongside the founder and subject matter experts to translate complex, industry-specific information into a RevTech stack system that unites sales, marketing, and operations teams.

- **Exponent** | *Content Design System:*

Created a flexible, componentized branded design system for an Ed-Tech company's content, defining the visual language and usage rules to ensure consistency across all educational materials.

- **CelloBello** | *Platform Rebrand:*

Led the rebrand and UX-driven website redesign for a global cellist non-profit platform, working closely with a cross-functional team of developers and stakeholders to build a user-centric and brand-aligned experience.

### Content & Visual Designer – Reforge

Apr 2021 – Nov 2022

Drove the visual strategy and content design for Reforge, the premier professional education platform for tech leaders, directly impacting the company's enrollment-driven business model. Designed frameworks, data visualizations, illustrations, and visual narratives to transform complex topics into highly engaging video, marketing, and course-based educational content.

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#### PROFESSIONAL EXPERIENCE CONT.

- Pioneered the new brand design system, scaling visual consistency across a rapidly expanding portfolio of programs, enabling the company's successful transition from a bootstrapped, 8-figure revenue business to raising over \$81M in venture capital.
- Designed and launched several of Reforge's most successful programs, including "Mastering Product Management," which set a new benchmark for enrollment and revenue within six months of its launch. My designs directly translated into business growth by making critical content more accessible, which is a key driver of matriculation and member retention.

#### Lead Visual & UX/UI Designer – Stonewall Democratic Club Jan 2021 – Jun 2021

Spearheaded the visual identity and user interface for a new national digital directory, which serves as a central hub for over 140 LGBTQ+ and allied grassroots groups nationwide.

- Led a remote design team to successfully transform a static directory into a dynamic, scalable organizing tool, empowering the community to mobilize politically.
- Created high-fidelity wireframes and prototypes that expanded usability and accessibility, contributing to the platform's core mission of driving political engagement.

#### UX/UI & Web Designer – Contract Jun 2020 – Sep 2020

Provided contract design services to create user-centric websites that translated brand goals into intuitive digital experiences that drove business growth and enhanced user engagement.

- **Conmigo Spanish:** Executed a full website redesign that resulted in a 40% increase in virtual class sales by improving usability and information architecture.
- **Veedro Films:** Led the design of a responsive website, focusing on usability and visual identity to streamline content and establish a cohesive tone for their two different target audiences.

#### Visual Artist & Founder – Canvas in Cloth Jun 2005 – 2020

Developed a strong foundation in **color theory, composition, and conceptual storytelling**—skills that directly inform my current practice in branding and visual identity. As a founder, I gained valuable experience guiding creative projects from concept to completion, delivering commissioned art and public installations that honed my **project management** and **client collaboration** abilities.

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#### EDUCATION

#### Depaul University Chicago, Illinois

Bachelor of Arts, Vocal Performance & Studio Art

#### CERTIFICATES & TRAINING

- Central Saint Martins | Strategic Identity & Brand Experience Course | London, UK | 2025
- Shillington | Graphic Design Intensive Certificate | NY, NY | 2025
- Flatiron | UX/UI Programme Certificate | NY, NY | 2020
- Glassel School of Art | 2D Foundations | Houston, TX | 2019