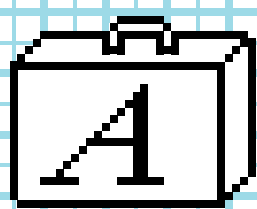


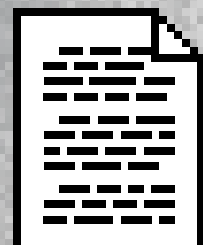
1954

Born in Ithaca New York on February 5th.



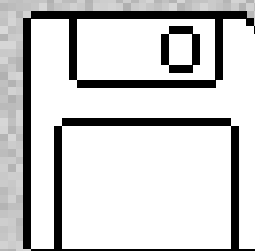
1968

During a high school internship she was introduced to graphic design and photo typesetting.



1975

Earned her B.A. from Mount Holyoke College in Massachusetts.



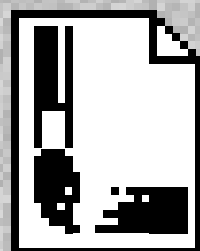
## Susan Kare



“Good design’s not about what medium you’re working in, it’s about thinking hard about what you want to do and what you have to work with before you start.”

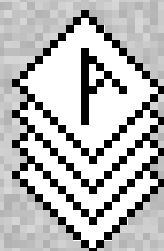
1978

Received an M.A. and a Ph.D. from New York University.



1982

After working as a curator and sculptor, her high school friend Andy Hertzfeld got her hired at Apple to design icons for the Mac.

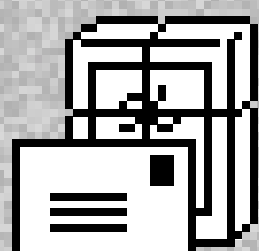


### The Woman Who Gave the Mac Its Smile

Although she had always imagined she would be a fine artist or a teacher, Susan Kare stumbled into the field of graphic and user interface design when her high school friend called her to design typefaces and icons for the first Mac. Before she came to Apple, computers were unintuitive machines full of wordy buttons. However, Kare revolutionized and essentially established graphical user interfaces. She came up with metaphors which bridged the gap between the digital and physical world, and created icons which are still used today. Their meanings transcended language, and their simplicity allowed anyone to be able to understand the new and exciting digital world. Without her, our computer and internet driven lives wouldn't look like they do today.

1986

Became the creative director at NeXT when Steve Jobs left Apple, where she hired and worked with Paul Rand.

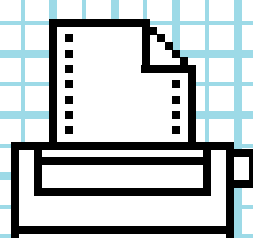


1989

Left NeXT and created her own design firm, and worked with companies like IBM, Microsoft, and Facebook.

2015

Hired by Pinterest as Product Design Lead as her first full-time employment in over two decades.



2018

Received the AIGA medal on April 20th.

