

A graduate of Carnegie Mellon University, Susan designed for multiple publications before being named the first-ever Creative Director for the Lincoln Center for Performing Arts. It was under her leadership that Lincoln Center's award-winning design department and iconic style were established.

Susan left to establish the design department for Juno Online Services, an early tech innovator. While she enjoyed the challenges of new media, she quickly realized that the company's culture neither understood nor valued the importance of design and continuity that she is so passionate about.

So, when that bubble burst, she formed Panetta Creative, a unique studio focused on what had become her passion - the intersection of design, education and storytelling. Susan often invites her clients to collaborate beyond usual boundaries of researcher, writer and designer - to center an aesthetic narrative across an entire project. She has created unique visual stories with musicians such as Laurie Berkner and publications including the Long Island Parent Magazine.

Susan also established The Pulitzer & Panetta Writing and Art Studio with New York Times best-selling author Lisa Pulitzer. Grounded in her educational philosophy, these dynamic workshops merged literary and visual expression, offering children and makers of all ages a chance to write, design and illustrate with confidence and find their authentic voice.

A researcher by nature, Panetta reviewed the limited font and readability literature with The What To Expect Foundation and created the unique design and feel of their *Baby Basics* book and program - creating an evolving accessibility standard for lower-literacy materials. She now uses that experience as Creative Director for all **simplyput** projects. **simplyput** is a non-profit that brings parents, writers, artists, experts and educators together to create relevant and vibrant parenting books, media and programming. Her art direction and attention to detail in the design work of **simplyput's** Civics' first project, *WE COUNT!* engaged families in complex but authentic conversations to support their informed participation in the 2020 Census. Hiring 12 illustrators from each of the ethnicities represented in the campaign, she was committed to represent and reach into each culture to have them be heard and represented authentically. Over 6000 books were sold and a full length animated video of the book was created to continue the reach when the world shut down in 2020. She is currently collaborating and brainstorming new projects and workshops for the non-profit.

She has also continued to explore her own fine art photography and painting with her design experience by recently creating Assunta Studio, a way to display her personal work with her passion for creating beautiful personal images, cards and objects.