

ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE

# ACHIEVEMENT AWARD 2020

PRESENTED TO



*Susan D. Kare '75*

**SUSAN D. KARE, CLASS OF 1975**, the Alumnae Association is pleased to honor you with the Achievement Award. This award is presented to alumnae whose accomplishments and service to society exemplify the values and virtues set forth by the College.

Susan, as a notable contemporary graphic designer, you have been recognized for the simplicity, clarity and beauty of your work.

After graduating from Mount Holyoke with a degree in art and earning a Ph.D. from New York University, you joined the Fine Arts Museums of San Francisco as a designer and curator. In the early 1980s, you joined Apple Computer as a member of the original Apple Macintosh design team. There, you were promoted to creative director and designed many typefaces and original marketing materials and icons. Your most well known works from your time at Apple include the Chicago typeface, the symbol for the Command key and the welcome screen icon, “the Happy Mac,” which greeted users daily. As a pioneer of pixel art, your icons drew from art history, intriguing gadgets and hieroglyphics.

After completing your tenure at Apple Computer, you worked as a designer for Steve Jobs’ NeXT. You remained in Silicon Valley and spent most of the 1990s working for Microsoft, where you created hundreds of icons, including many featured in Windows 3.0. In 2007 Facebook requested your skills to design the gift icon on their site. In 2015 you joined the team at Pinterest while also exhibiting your art in San Francisco and at the Museum of Modern Art in New York. You received the 2018 American Institute of Graphic Arts Medal of Honor as well as the 2018 National Design Award for Lifetime Achievement by the Cooper Hewitt, Smithsonian Design Museum. Your hard work, creativity and artistic genius have led you to become one of the foremost graphic artists and helped pave the way for female representation in the computer revolution.

SUSAN, for your outstanding accomplishments, the Alumnae Association is honored to present you with the Achievement Award on this, your forty-fifth, reunion.

*Maria Z. Mossaides*

MARIA Z. MOSSAIDES '73  
PRESIDENT  
ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE

*Nancy B. Perez*

NANCY BELLOWS PEREZ '76  
EXECUTIVE DIRECTOR  
ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE