

Sana Khan Hussaini

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Education

- 2017 - 2020 **MFA in Visual Communication Design**
University of Notre Dame, GPA: 3.9
Concentration in Gender Studies
- 2012 - 2015 **BFA in Visual Communication Design**
National College of Arts, Pakistan GPA: 3.85

Professional Positions and Ranks Held

TEACHING RANKS

- 2022 - Present **Tenure Track Assistant Professor,**
Visual Communication Design
San Francisco State University
- 2022 - 2022 **Lecturer,**
Visual Communication Design
San Francisco State University
- 2012 - 2015 **Assistant Professor,**
Visual Communication Design
University of Notre Dame
- 2017 - 2020 **Instructor of Record,**
Visual Communication Design
University of Notre Dame

PROFESSIONAL POSITIONS

- 05/ 2022 - 09/ 2022 **User Experience Designer**
HyperObjekt

05/2022 - 08/2022	User Experience Designer <i>Children & Screens: Institute of Digital Media & Child Development</i>
05/2019 - 07/2019	Design Consultant <i>Ogilvy</i>
08/2017 - 05/2018	Graphic Designer <i>Snite Museum of Art</i>
08/2015 - 05/2017	Associate Creative Director <i>Ogilvy</i>

Teaching Effectiveness

COURSES TAUGHT AND DEVELOPED

At San Francisco State University

DES 0570: Professional Practices

The course focuses on professional standards and practices of design. Students develop an entry-level design portfolio and supporting documentation, and investigate design related roles in the industry, employment opportunities and professional associations. Critical writing and directed readings are assigned throughout the semester. Lectures, designer interviews, gallery visits, and student presentations are core components of the course. Weekly assignments culminate into a personalised job application packet that students then use to apply for positions they are interested in.

DES 324G: Graduate Research and Writing in Design

The course focuses on core writing skills and effective methods for researching, analysing, and evaluating design issues. Through lectures, readings, peer-reviews, writing assignments and in-class exercises, students are introduced to the craft of writing as another way to think and learn visual design. Students are equipped with critical thinking skills and visual language tools to help them frame and generate creative thinking. Deliverables include weekly reflection papers, mid-term thesis paper and design case studies.

At University of Notre Dame

ARST 43701: Senior Seminar

Fall 2021

The course focused on creating a dialogue across disciplines and introducing

contemporary issues and practices in art, art criticism, and design. Thematic topics were introduced to present alternative and integrated points of view from all areas of study represented by the art history, studio, and design fields. Critical writing and directed readings were assigned throughout the semester and a focus on research approaches, exhibitions, and curatorial practices was central to our approach to the various areas. Lectures, visiting artist interviews, gallery visits, and student presentations were important components of the course.

DESN 20120: VCD 03: Digital Media Design

Spring & Fall - 2020, 2021 and 2022

This course explored the application of design thinking principles and methods in digital media. Students gained a deeper understanding of strategy, visual design, and copywriting that created a cohesive story experience across multiple digital delivery platforms. This studio-based design course was structured around hands-on exercises that guided students through the design process and introduced them to the broad landscape of digital media design including digital branding, UI and UX Design. At the end of the semester, students presented and submitted a detailed case study of their project.

DESN 30131:VCD06: Motion Design using Kinetic Messages

Spring - 2021 and 2022

This course aimed at expanding the student's typographic and visual vocabulary using time-based composition, sound, and animation. The application of kinetic media enables students to add motion, scale change, sequence, metamorphosis, and context (mood) to visual communication. Students were also taught Adobe animation and film editing softwares as a part of the course. Deliverables included short animations, long form content, social media posts as well as lyrical videos.

DESN 20101: VCD 1: Fundamentals of Design: Elements, Theory, & Methods

Spring & Fall - 2017, 2018, 2019 and 2022.

The course focused on learning the principles of design. Through digital, print, and screen-based assignments, students explored the core design elements such as colour, form, composition, typography etc., first individually and then in conjunction with other elements. Students were also taught Adobe Softwares through weekly software tutorial lab classes.

DESN 30140: VCD 07: Interaction Design

Spring 2020

The course explored evaluation, design, and simulation of user interaction

with a computer or product interface. Development of interfaces through wireframes, sketches, renderings, illustrations, modelling, and animation sequences were core components of the course. Students were also taught to explore user testing and research methods for generative, participatory, and evaluative stages of design.

GRADUATE ADVISING

- 2023 Committee Chair of the CWP by Shannon Lee Richey - *Engaging Oakland's Young Adults in Local Development & Policy Making*
- Committee Member of the CWP by Maha Almahdi - *Creating an Accessible, Socially Connected Tourism Experience of Fisherman's Wharf in San Francisco for the Vision-Impaired.*

TEACHING DEVELOPMENT

- Spring & Fall
2023 Currently enrolled in ***GWAR Learning Community (SFSU)*** Fall 23 session, GWAR is a CSU-required writing and reading course. In order to support its instruction, CEETL sponsored a learning community for Spring and Fall 2023 GWAR teachers. I completed the GWAR workshops for the Spring session as well.
- Spring 2023 Completed a course offered by ***Spring 2023 Teaching Institute*** at SFSU In this community, we worked through seven modules that that covered relevant and reflective pedagogy topics for faculty seeking more experience in evidence-based teaching.
- Spring 2023 Attended multiple ***New Faculty Professional Learning Community Workshops*** lead by CEETL at SFSU
- 2022 Participated in ***CEETL'S SGIF (Small Group Instructional Feedback) Course*** at SFSU
SGIF is a formative, mid-course check-in process to gather information about student learning experience to inform faculty's pedagogical decisions. I worked with a small group of colleagues from different departments to gather and share information about student experience in a confidential, non-evaluative process.
- Attended ***CEETL JEDI PIE Course*** (*Justice, Equity, Diversity, &*

Inclusion Pedagogies of Inclusive Excellence Institute) at SFSU

Attended **Backward Design Process Workshop** at SFSU

Attended **Social Justice Syllabus Design Workshop** at SFSU

Attended **Universal Design for Learning & Accessibility Workshop** at SFSU

Attended **Anti-racist Assessment** at SFSU

Attended **Cross-Cultural Student Creativity: Course Design and Curriculum Workshop** at Adobe Education Exchange

Conducted **Syllabus Review Guide for Equity-Minded Practice** at AIGA Educators Community

Read **Teaching Design: A Guide to Curriculum and Pedagogy for College Design Faculty and Teachers Who Use Design in Their Classrooms by Meredith Davis** from AIGA Educators Community resources.

Attended **Universal Design for Learning (UDL) Workshop** at University of Notre Dame

2021 Participated in **Course Design Series** at University of Notre Dame

2020 Attended **Selecting/Creating Asynchronous Content and Transparent Assignment Design** workshops at University of Notre Dame

2019 Attended **Faculty and Curriculum Development** at University of Notre Dame

Professional Achievement and Growth

PEER-REVIEWED PUBLICATIONS

- 2023 Design Research Society *Learn X Design 2023 Futures of Design Education*. – Accepted.
Paper Title: *Writing in Design Pedagogy: Challenges and Best Practices*.
Edited by Derek Jones, Liv Merete Nielsen, Nicole Lotz, Lesley-Ann Noel, Naz A G Z Börekçi, James Corazzo, and Violeta Clemente.
- 2023 EAI DEC 2023 — *8th EAI International Conference on Design, Learning & Innovation, Conference Proceedings*. Aalborg University, Aalborg, Denmark, and Virtual. November 6–7, 2023. – Accepted.
Paper Title: *Investigating Cultural Folklore to Inform Design Research* – Co-authorship Professor Ellen Christensen.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- 2024 Architecture Media Politics Society (amps) and California Institute of Integral Studies — *Learning. Life. Work Conference*, San Francisco, 10-12 June 2024. Presentation Title: *Bridging the Divide: Teaching Writing in the Design Discipline*
- 2024 Architecture Media Politics Society (amps) and California Institute of Integral Studies - *Learning. Life. Work Conference*, San Francisco, 10-12 June 2024. Presentation Title: *Activating Social Justice Curriculum in Hybrid Formats with New Methodologies* – Co-authorship in equal collaboration with Professor Ellen Christensen.
- 2024 CAA *College Art Association of America 2024 Conference*, Chicago. Themed Session: *Applying Design Pedagogy to Highlight Local Community Social Justice Issues*. February 14–17, 2024.
Presentation Title: *Applying Design Pedagogy to Highlight Local Community Social Justice Issues - Co-authorship in equal collaboration with Professor Ellen Christensen*.
- 2023 EAI DEC 2023 — *8th EAI International Conference on Design, Learning & Innovation, Conference*. Aalborg University, Aalborg, Denmark, and Virtual. November 6–7, 2023. Presentation Title: *Investigating Cultural Folklore to Inform Design Research* – Co-authorship Professor Ellen Christensen.

2023 ***AIGA Surface Conference***, NYC. Theme: *Lens*. Oct 12, 2022.
Presentation Title: *Multimodal Design Storytelling through a Social Justice Lens*. - Co-authorship in equal collaboration with Professor Ellen Christensen.

CURRICULAR INNOVATION

2022-
Present **DES 324G: Graduation Writing Assessment Requirement**
I consciously took the initiative last and this semester to challenge the traditional teacher-centered pedagogy that is used in teaching a writing course and made it more student-centered. To help students balance the linguistic and rhetorical demands of academic writing with the content knowledge of the design discipline, the curriculum was revamped based on existing theoretical evidence and emphasized four common types of writing: descriptive, expository, persuasive, and narrative writing, and their integration into current design practices.

2022-
Present **DES 570: Professional Practices in Design**
I've restructured the course curriculum to bring it in line with the dynamic design profession. Beyond cultivating an entry-level design portfolio, the course now places emphasis on crafting resumes, mastering interview skills, and weaving together a cohesive professional narrative. The assignments are thoughtfully divided into two phases, guiding students from self-discovery and defining their design identity to the fine-tuning of their portfolios, including the creation of an online version. This curriculum ensures that students are not only well-prepared for the evolving demands of the design industry but also nurtures their creative and communication skills.

RESEARCH AND CREATIVE WORKS

2023 ***Rights and Wrongs***: A Constitution Day Conference at SFSU

- I created a distinctive visual identity for the annual conference by thoroughly evaluating the keynote presenters' contributions.
- I was responsible for crafting the promotional materials for the event, which encompassed designing the conference poster, creating content for social media posts, preparing web announcements, and developing mobile graphics.

2019/22 **Ever, Rêve, Hélène Cixous** is a documentary about an infamous French writer, playwright and literary critic.

- Developed visual identity for the documentary after carefully reviewing the protagonist's work.
- Designed premier and give away posters along with other marketing materials.
- Designed a website to make the production team more accessible for possible future collaborations and screenings.

2020 **#ShowHerstory** is a design intervention that consists of a multifaceted campaign which uses advocacy channels and guerrilla marketing tactics to stir conversations about the limited portrayals of Pakistani women in local TV series.

- Conducted surveys and interviews to understand the pain points of the users. Directed secondary research which included synthesising content from published books and academic journals.
- Developed the brand identity, campaign copy as well as digital content. Conducted user testing to gauge the audience's response to the campaign. Furthermore, created printed multilingual posters for the participants of Women's March 2020.

EXHIBITS

2024 ***I Profess: The Graphic Design Manifesto***, 20th Anniversary
Traveling Juried Exhibition
Michigan State University.
Submitted.

05/2020 **MFA Thesis Exhibition**
Snite Museum of Art, University of Notre Dame.

01/2019 **Shifting Perspectives**
AAHD Gallery, Riley Hall, University of Notre Dame

12/2017 **New Faces Show**
AAHD Gallery, O'Shaughnessy Hall, University of Notre Dame

SHOWCASE

04/2023 **LCA Faculty Showcase**
Seven Hills Conference Center, San Francisco State University

WORKSHOP

- 2023 **RESET Workshop (CAAG)**
Conducted a workshop with the goal to delve into the art of storytelling and personal. Ultimately, this interactive session resulted in the creation of concise accordion booklets that combined visual elements and text.

INVITED TALKS

- 2023 **Virtual Artist Talk Series with ASM & The Chicago Mosaic School**
Talk Title: *Storytelling in Design*.

ATTENDED TALKS

- 2023 ***Creative Leadership: Born from Design*** by IHCD Webcast.
- Your Design Manifesto!*** by [Talin Wadsworth](#), Lead Product Designer at Adobe XD
- Unleashing Experiential Magic: Transforming Creativity with AI*** by Patrick Daggitt, Innovation Lab Manager at Thinkingbox

MENTORSHIP

- 2023 **LCA Mentoring Circles**
I actively engaged in cross-disciplinary LCA Mentoring Circles for Faculty, collaborating with peers outside the Design department. Our purpose was to support each other's professional growth, fostering interactions that enriched our roles as educators.
- 2023 **Women in Design (WID) Mentorship Program.**
The WID SF Mentorship Program is fueled by volunteers passionately donating their time to teach, learn, grow, and build a support system within the design fields. Currently, I am being mentored by an industry expert who runs their own design firm. I am also mentoring a designer working At Adobe.

PROFESSIONAL WORK

- 2022 **HyperObjekt**, a digital agency that specialises in design, web development and data visualisation for the non-profit sector.

- Stanford University is one of the many clients and the task was to redesign the website for The Educational Opportunity Project.
- We mapped and charted America's authoritative database of educational statistics and users can view test scores for every public school in the nation. However, the current homepage layout does not have an effective information hierarchy, blocking users from accessing useful information.
- As a UI Designer, I proposed a new layout for the homepage which the client approved as it elevates the visibility of dynamic & deeper level site content. Currently, I am working on their mobile and tablet site.

2021

Children and Screens: Institute of Digital Media and Child

Development, an international non-profit organisation founded in 2013 to understand and address compelling questions regarding media's impact on child development.

- Successfully influenced the Design lead to allocate the company's limited budget for UX Research. The newly allocated budget enabled the design team to conduct interviews with 20 participants.
- Directed the UX research to develop four different personas, empathy maps and consumer journeys which revealed website's user pain points, for example time spent on navigation and issues with content accessibility.
- Developed low-fi wireframes that reduced the content by 40-60 percent on average, enabling optimised user navigation and smoother user flow.

2020-
2021

The Opportunity Project is an initiative by US Census Bureau that helps companies, non-profits, and universities turn federal open data into new technologies that solve real-world problems for people across the country.

- Directed the UX research and conducted interviews with multiple community leaders to understand their pain points with the US Census Data.
- Developed and proposed a sustainable design solution, Coalesce, which is a platform that brings design, data, and communities together to make a sustainable change and equips community leaders with tools that bridges the gap between the community and the US Census Bureau.

COURSES

- 2023 Enrolled in *Graphic Design Course by Paula Scher*, [BBC Maestro](#)
- 2021 Enrolled in *UX Design Professional Certificate*, [Google Coursera](#)

GRANTS

- 2023 ***SFSU LCA Extraordinary Ideas Grant Application.***
Project Title: *Investigating Cultural Folklore to Inform Design Research and Methodologies*. Prepared by Assistant Professors Sana Hussaini, Ellen Christensen, and Rae Shaw (Cinema). Funding decision forthcoming.

SCHOLARSHIP & AWARDS

- 2020 ***Snite Museum of Art, Director's Award for Excellence in Visual Art***
The award is given to outstanding graduate students for work of exceptional artistic achievement.
- 2020 ***The Liu Institute for Asian Studies Research Grant***
Research grant awarded to graduate students who are pursuing Asian research.
- 2017 - 2020 ***Full-ride Scholarship, University of Notre Dame***
Full-ride Scholarship and monthly teaching stipend is awarded to outstanding graduate students.

Contributions to Campus and Community

DEPARTMENTAL COMMITTEES & ASSIGNMENTS

- Fall 2022 - Present ***SFSU DES Curriculum Committee Member***
- 2023 ***SF Design Week Workshop - Design 101***
During San Francisco Design Week, conducted a workshop with Professor Omar Sosa Tzec. This workshop introduced participants to fundamental design concepts and principles, contributing to design education in our community.
- 2023 ***Attended Grad School Committee Discussion***

In my role as a participant in the Graduate School Committee Discussion with Hsiao-Yun, Omar, and other colleagues, I contributed to discussions regarding the development of a program focused on design research and innovation.

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Grad School Committee Discussion

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2022

Portfolio Storytelling Workshop in partnership with AIGA at SFSU

Together with Jessica Gardner and AIGA, we organized and executed a valuable Portfolio Workshop for Visual Communication Design (VCD) and Industrial Design (ID) students. This workshop aimed to equip students with essential skills for showcasing their work effectively and preparing for future endeavors.

2021-2022

BFA Review Committee, University of Notre Dame

Critiqued and advised BFA and BA students on their thesis projects.

2020-2022

MFA Review Committee, University of Notre Dame

Critiqued and advised MFA students on their thesis projects.

CAMPUS

Fall 2022 -
Present

CURE Committee Member

Subcommittees:

Research First

LCA Showcase

2022-
present

Contributed to Creative Arts Affinity Member

2023

Advising Squares

I played an active role in the Advising Squares initiative, collaborating with faculty and professional advisors to redefine academic advising and improve collaboration between the two groups. Our discussions focused on advising goals, strategies, and training materials.

2017 - 2018 ***Graphics Designer, Snite Museum of Art***
Volunteered to work as a Graphic Designer and developed marketing material for on-going exhibition.

COMMUNITY

2022 – present ***Active Member at WILD - Women in Design and Leadership***

2022-present ***Active Member at AIGA, the professional association for design.***

2023 ***Active Member at CAA, College Art Association of America.***

2023 ***Active Member at EAI, European Alliance for Innovation.***

2023 ***The Milwaukee School of Art and Design Student Advisor.***
In my role as a Student Advisor at MIAD, I assisted the student with their capstone project. Their project can be found here:
<https://www.behance.net/gallery/167946127/Unwind-Find-a-local-pet-friend-for-your-pet>

2023 ***Peer-reviewed AIGA LENS Proposals***
I served as a dedicated peer reviewer for the AIGA DEC LENS Symposium, a significant component of the AIGA National Design Conference. In this role, I evaluated over four proposals, contributing valuable insights and feedback.

2023 ***Peer-reviewed DESXLearn Design Conference Submissions***
I contributed to the rigorous double-blind peer review process for 3 submissions, ensuring the integrity of academic discourse within the discipline is maintained.

2023 ***Moderated Design for Emergency Roundtable, Session 4 | Designing Volcanic Emergencies***

Moderated a roundtable discussion on "Designing Volcanic Emergencies" as part of the Design for Emergency series. Facilitated meaningful dialogue and shared expertise on design solutions for emergency scenarios.

2022

Design Conference Associate at AIGA Annual Design Conference

Volunteered as a Design Conference Associate for three days at the annual AIGA Design conference which was held in Seattle in 08/2022.

2021-22

Design Consultant for the mobile app, Curiva that helps detect cervical cancer through a non-invasive diagnostic patch.

2021-22

Provided Pro-Bono services to HyperObjekt by leveraging UI Design skills.

2021

Provided Pro-Bono services to Children and Screens: Institute of Digital Media and Child Development

2021

Reviewed projects submitted by design students globally at Adobe Creative Jams Judge