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The graphic design world is a vast and diverse field, encompassing a wide range of disciplines and styles. From traditional print design to digital marketing, graphic designers play a crucial role in shaping the visual identity of brands and organizations. The image shows a collage of various graphic design elements, including logos, typography, and illustrations, highlighting the creativity and versatility of the profession.

The graphic design world is one of the world’s most vibrant and growing creative sectors. Valued at over \$50 billion globally, this field plays a crucial role in how we communicate, connect and build brands. More than that, it’s an art form in its own right, connected to the changing story of human communication, stylistic movements, visual arts and boundary-breaking artists through history. This industry has been shaped by a range of artists and creators, including famous graphic designers in the early 20th century whose work still influences visual communication trends. At Superside, we know this legacy well. We work with the world’s top 1% creative talent—designers who live and breathe this craft, and push visual boundaries every day. Their work builds on a century of design excellence while shaping what’s next.So, who inspired us?Let’s look back at the most influential graphic designers in history—those who redefined visual communication—and meet the modern icons our Supersiders admire most.The secret ingredients of famous graphic designers?What makes a famous graphic designer? There’s no single magic formula, but all the top graphic designers on our list have pushed design boundaries in their own ways. Some bring radical new innovations, while others slowly change design culture through long careers and iterative contributions to the field. Many top graphic designers have broken boundaries simply by being who they are, in a field historically dominated by white males in Europe and the United States.Whether through iconic logos, timeless fonts or digital-first branding, the best designers push boundaries, reflect the times and leave lasting mark.The famous graphic designers on our list do have a few things in common, though. If you’re a fan of the footsteps of the greats, you might want to pay attention to these points:1. Iconic works and designs that have made a lasting impact and influence by creating a truly iconic design or body of work. This design might be, for example, a corporate logo or typographic design, such as Paul Rand’s famous 1950s IBM logo or Max Miedinger’s Helvetica font. Others have shaped contemporary design via album covers, innovative magazine design or packaging design. Some designers’ lasting influence comes from a general approach to their work that becomes iconic. Alvin Lustig was one of the first famous graphic designers to treat book cover design as an art form, while April Greiman was one of the earliest contemporary designers to use computers in graphics at a time when this was still highly uncommon.2. Innovative and unique styleFor lasting fame in the design world, you need a unique style that sets you apart. This element is as true in the past as it is today.Aaron Douglas, for example, was a notable African American designer in the 1930s, known for using Art Deco and Ancient Egyptian stylistic influences to create a unique visual language. Today, the work of famous graphic designers like Morag Myerscough is immediately recognizable by their distinctive use of color, space and unique experiential approach.3. Social media influence and visibilityToday, graphic design recognition isn’t just built in studios—it’s built online.Social media platforms like Instagram and Pinterest let designers showcase their work to global audiences. Viral visuals and shareable content now shape branding as much as traditional campaigns.A strong personal brand and authentic voice can launch a designer into the spotlight overnight.Modern fame requires modern tools. Today’s design world must be creators and creative strategists.Subscribe to our newsletterJoin our community of 60,000+ who regularly receive the best in design and marketing content5. Top graphic designers chosen by SupersidersAs global leaders in graphic design and digital marketing, our award-winning branding, Superside’s creative team has designed iconic logos and branding for the world’s most successful brands today. We’re proud to share the talent that makes our design team so successful. We tell you why they are the best graphic designers in the world.1. Jessica WalshJessica Walsh and her studio, iKawach, in New York City since 1999. Her illustrious career includes seven years partnering with Stefan Sagmeister & Walsh. This designer is known for her fearless use of color and cutting-edge, surrealist aesthetic, as well as her activism and support for women and non-binary people in design.2. Jon ContinoJon Contino is a New York-based contemporary graphic designer with a unique style that combines historical design aesthetics, street art and hand-drawn lettering. He runs his own studio and boasts an impressive client list. Contino has received several awards in the U.S. and abroad.3. Timothy GoodmanTimothy Goodman is a graphic designer and artist who has shaped the design industry through his work with major brands. He combines typography with illustration in a vibrant style reminiscent of Keith Haring’s Pop Art masterpieces of the 1980s. He’s also known for his viral collaboration with Jessica Walsh, 40 Days of Dating. Goodman held his first solo gallery exhibition at the Richard Tafttittinger Gallery in 2021.4. Camille Anne FerreolCamille Anne Ferreol is a Filipino designer currently based in Boston and working as an associate creative director at Right Left Agency. Here, she plays a key role in marketing, branding and book design.Camille’s ability to use her design skills to create warm, accessible yet modern brand identities makes her one of the Superside team’s top young rising designers to watch.5. Mike PerryMike Perry is an Emmy Award-winning graphic designer, illustrator and animator. He’s been running his Brooklyn-based studio since 2006 and is known for his playful use of color. Perry also loves playing with patterns, types and typography.In addition to his commercial work, Mike has participated in over 40 group and solo exhibitions and several public art installations worldwide. The 20 most influential graphic designers of all timeThe term “graphic design” didn’t become commonplace until around the 1950s. Early graphic designers were sometimes called “commercial artists,” while visual communication in advertising was seen as secondary to text until surprising recent years. Thanks to many of the designers on this list, graphic design is a crucial element of our contemporary marketing and outreach efforts.1. Gustav GullGustav Gull was one of the 20th century’s most famous graphic designers, creating some of the most iconic posters and illustrations of the 1950s. If you’ve seen Hollywood classic like Psycho, The Man With the Golden Arm and North by Northwest, you’ll be familiar with his work. Bass was one of the first designers to move away from garish portraits of stars on film posters, pioneering a new simplified, minimal style with organic forms and fluid hand-lettering. He also designed well-known logos for brands such as Kleenex and AT&T.7. Cipe PinelesCipe Pineles (1908-1991) made her name in magazine design at a time when men dominated the profession. From 1937, she was an art director at Glamour. She subsequently moved on to Seventeen, Charm and Mademoiselle. Unusually for the 1940s and 50s, Pineles was a lover of modern art and often commissioned magazine artwork from painters such as Ben Shahn, Lucille Corcos and Andy Warhol. In 1943, Cipe became the first woman admitted to the New York Art Directors’ Club and the first woman inducted into the Art Directors Hall of Fame.8. Charles DawsonCharles Dawson (1889-1981) was a Chicago-based commercial artist who worked in the 1920s and 30s. As one of the few Black professional designers of the early 20th century, he faced racism and exclusion, including, at times, the denial of credit for his work. Nonetheless, he became a well-known commercial and editorial illustrator, working on product illustrations, posters and more. Dawson was the only Black artist included in the Century of Progress Fair held in Chicago in 1933-34. He also designed and self-published a book of linocut portraits, ABCs of Great Negroes, celebrating the achievements of Black and African leaders.9. Lester BeallLester Beall (1903-1969) was a self-taught graphic designer who pioneered using visual design as a primary communication tool in advertising and marketing.Before the 1930s, visual imagery usually came second to text in commercial design, and Beall’s use of strong, clear iconography and color was a radical departure.Among Beall’s best-known works is a remarkable set of posters promoting the Rural Electrification Administration’s campaign to bring electricity to rural areas in the United States.10. Paul RandPaul Rand (1914-1996) was a graphic designer and architect who played a key role in the U.S. of the International Typographic Style, a modernist-inspired movement that profoundly influenced midcentury graphic design. Rand was known for his simple, clean, impactful corporate identity design approach. Variations on many of his original logos are still in use today.11. Abram Games“Maximum meaning, minimum means.” This was British designer Abram Games’ (1914-1996) graphic design philosophy.Games built his name creating over 100 official posters during the Second World War. His style was unique for the time, using gradients, flat color planes and minimalist geometric shapes and stencils to drum up support for Britain’s wartime efforts. He went on to an illustrious career in commercial, television and book design.12. Alvin LustigAlvin Lustig (1915-1955) is best known for his cutting-edge book designs, revolutionizing the appearance of book covers in the 1940s.At the time, the most common approach to book design was to supply one image, often garish or overly literal, summarizing the book’s contents. Lustig’s approach was to read the book and translate its content, style and atmosphere into a unique design.He was strongly influenced by Modernist art movements such as the Bauhaus movement. Although Lustig died prematurely at just 40, his simplified shapes, flat colors and clean typography continue to influence graphic design today.13. Jacqueline CaseyJacqueline Casey (1927-1992) was an American graphic artist and poster designer best known for her work with the Massachusetts Institute of Technology (MIT) from 1955-1969. She was strongly influenced by the Swiss design style she first encountered while working with Swiss designer Thérèse Moll. Casey was known for her precise technical expertise and intelligent use of design parameters such as the grid. Despite her tendency towards visual minimalism, she loved wordplay and visual puns and often incorporated these elements into her designs.14. Massimo VignelliMassimo Vignelli (1931-2014) was a renowned Vignelli Associates with his wife, Lella, in New York City. He was a pioneer in the field of corporate identity design, creating some of the most iconic logos of the 1970s and 80s. Vignelli’s design philosophy was based on simplicity and functionality. He was known for his clean, minimalist style and his use of geometric shapes and primary colors. Vignelli’s work has been influential in the field of graphic design, particularly in the area of corporate identity design.15. Milton GlaserMilton Glaser (1929-2020) most enduring legacy is his famous “I ♥ NY” logo of the 1970s, which still adorns posters, mugs, tourist t-shirts and more.Glaser and three friends founded Push Pin Studios in New York in 1954. Over the next twenty years, the firm grew into one of the city’s most respected graphic design firms.Beyond the iconic logo, Glaser is known for his poster design: He created over 400 posters, displaying his love of psychedelic color, silhouette and bold outlines.16. Ikko TanakaIkko Tanaka (1930-2002) is widely considered the “father of Japanese graphic design.”Tanaka combined his deep knowledge of Japanese calligraphy and aesthetics with Western-style geometric images and bright colors, creating a uniquely modern hybrid style.He often worked with fashion designers, including Hanae Mori, Kenzo, Issey Miyake, and with the Japanese homeware brand Mujiri. Tanak is also known for his book and poster design, often using text and typography as a graphic medium.17. Alan FletcherBritish graphic designer Alan Fletcher (1931-2006) founded the studio Fletcher/Forbes/Gill in 1962, later becoming the global design superpower Pentagram.Fletcher was responsible for some of the previous century’s iconic brand identities, including boundary-pushing work for Penguin Books, Pirelli, the Victoria & Albert Museum and Reuters. His work for Penguin Books in the 1960s, in particular, shaped a brand identity for the publisher that remains instantly recognizable today.18. Sheila Levrant de BrettevilleSheila Levrant de Bretteville (b. 1940) is one of the most influential feminist graphic designers of the 20th century. In 1971, she founded CaiaArts’ first dedicated design program for women. She was also one of the co-founders of the Women’s Building in Los Angeles, which was dedicated to feminist art production and education. In 1990, she became director of the Yale University Graduate School of Art and the Yale University Art Gallery.19. Paula ScherPaula Scher (1939-2024) was an American graphic designer and art director. She was also the first Black designer to receive the American Institute for Graphic Arts (AIGA) Fellows Award in 2007.Boston is known for designs with courageous, hard-hitting messages that don’t shy away from the realities of racism and discrimination, often with a touch of dry humor.20. Paula ScherAmerican graphic designer and painter Paula Scher (b. 1948) joined design powerhouse Pentagram in 1991, becoming the firm’s first female principal. She’s worked on major branding projects for Bloomberg, Microsoft, The New School, the Museum of Modern Art, the Metropolitan Opera, the New York City Ballet, The Public Theater and many other cultural and corporate clients. With an instantly recognizable, accessible design style, she is known as a “master conjurer of the instantly familiar.” She’s received multiple prestigious awards and honors, including being inducted into the Art Directors Club Hall of Fame in 1998 and the AIGA Medal in 2001.21. Sylvia HarrisSylvia Harris (1953-2011) was an American graphic designer deeply committed to social impact and improving public life. Her experiences of growing up as a Black woman in the 1960s shaped her commitment to social justice and a desire to use design for social good. She founded Sylvia Harris LLC in 1994, later renamed Citizen Research and Design, focusing on using design to solve problems. In 2014, she was posthumously awarded the AIGA Medal for her contribution to graphic design.22. Susan Karell you’ve ever touched a computer, you’re familiar with the work of Susan Kare (b.1954). Between 1983 and 1986, Kare designed screen graphics, icons and typefaces for Apple, setting the parameters for icon and user interface (UI) design for decades to come.Her design work contributed significantly to creating early personal computer interfaces that were accessible, intuitive and fun.23. Dawson CarsonDawson Carson (b.1955) is an American designer whose design approach breaks all the rules. Throughout his career, he’s defied the established rules about grids, image placement and consistency to create a uniquely deconstructed style. Carson’s work for iconic 90s music and culture magazine Raw and other outlets continues to influence contemporary design trends. In 2014, he was honored with an AIGA Gold Medal.24. Peter SavilleFrom the same generation as David Carson, British designer Peter Saville (b. 1955) is best known for his album cover designs. His designs for Factory Records visually defined much of the great music of the 1970s and 80s. His work for bands like Pulp, New Order, Suede and Joy Division stands out.Carson’s astronomy-inspired cover for Joy Division’s Unknown Pleasures (1979) remains iconic, appearing on posters, tattoos, clothing and animations.25. Gail AndersonGail Anderson (b.1962) is best known for her creative use of typography as a graphic design element.She was the creative director at SpotCo from 2002-2010, where she created theater-oriented work, including playbills, posters and book covers. In 2013, she was commissioned to produce the commemorative postage stamp for the 150th anniversary of the Emancipation Proclamation.Anderson has received major awards from the Type Directors Club, the Art Directors Club, Graphis, Communication Arts, Print and the Society of Publication Designers. In 2008, she received a Lifetime Achievement Award from AIGA. Explore Superside’s full range of design capabilities with creative examples of our work for clients, like Amazon, Salesforce and Puma. Although Fred Woodward, Alan Fletcher, Bob Gill and Paula Scher might be the obvious ones to follow or research, at Shillington, we think it’s also good to draw inspiration from the latest talent. Whether you’re moved by the Mavericks that challenge the norm or designers with their distinctive flair, here’s an expert’s view, a ‘who’s who’ that every novice graphic designer should know.1. Kati Forner Kati Forner is a Los Angeles-based designer with over 12 years of experience in print, digital design and production. She began her professional career in Chicago, working with several innovative agencies. Five years ago, she launched her studio in LA where she’s developed comprehensive identities for beauty, fashion and lifestyle brands. Her style is minimalist and elegant, and especially love her recent editorial design for Victoria Will. Kati Forner’s work design for Victoria Will currently working in Amsterdam, Marta Veludo inspired by pop culture, folk art, pound shops and Tumblr, fascinated by invention, colour, movement and compositions. Whether in the digital realm or on a three-dimensional scale, she combines different disciplines and mediums to build engaging experiences. Clients include Adidas, Reebok, LEGO and Vice. A recent highlight project was her redesign for the “all the time” Streets primary school black book, commissioned by Staples and Departamento.com. Marta Veludo’s design for Staples and Departamento.com Aries Moross is an art director, illustrator and graphic designer. Their work spans art direction, moving imagery, typography and illustration. In 2012, Kate founded Studio Moross, a London-based multidisciplinary design company as an expansion upon their work and a way to collaborate with other creatives. We love their recent live mural at Uniqlo’s flagship store on London’s Oxford Street.4. 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