



**Susan Pallmann**

**Designer & Developer**

Louisville, KY

susanpdesign@gmail

951.219.1206

susanpallmannndesign.com

## EDUCATION

### **BFA Graphic Design 2020**

Graduated *summa cum laude*

Art History & Humanities Minors

University of Louisville

### **Honors Thesis 2019-2020**

"Interaction Design for Retention"

## SKILLS

Human-Centered Design & Empathy

UX User Research

User Flows, Wireframing & Prototyping

Adobe Creative Cloud

Figma, Adobe XD & Sketch

Accessibility in Digital Media

Illustration

HTML & CSS

JavaScript & jQuery

Wordpress & PHP

Google Firebase

Google Analytics & SEO

Leadership & Communication

## EXPERIENCE

### **UI/UX Designer Contractor 2020–Present**

Unitonomy

Contract UI/UX work: collaborated to think through and completely redesign a Unitonomy product with iterative wireframing and prototyping. Project focus was user-centered, and all high-level design was informed/validated by user research.

### **Web Developer Contractor 2020–Present**

The Marketing Squad

Contract web development, working with Wordpress, PHP, HTML, & CSS to create and maintain numerous web properties for clients. Utilized design experience to better translate mockups & prototypes to functional websites.

### **Web Design & Development Intern 2018–2020**

Office of Communications & Marketing, University of Louisville

Web design and development, working with HTML5, CSS3, JavaScript, and jQuery, as well as within a CMS to create and maintain university web assets. Utilized Google Analytics to restructure user flows. Worked within brand standards and ADA accessibility rules.

### **Web Designer, Illustrator (Pro Bono Project) 2019**

Evolve KY

Collaborated to rebrand and produce design deliverables for Evolve KY. Personal contributions included illustration, prototype design, web development, and analysis (primarily SEO).

## AWARDS

Student ADDY Judge's Choice (District), 2020

Student Silver ADDY (District), 2020

Student ADDY Best of Show (Local), 2020

Student Gold ADDY (Local), 2020

AIGA Louisville Show Student, 2020

AIGA Flux Show UI/UX Student, 2020

AIGA Louisville Show Student, 2019