



Susan Pallmann
Designer & Developer
Louisville, KY

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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	HTML & CSS	Branding Design
UX User Research	JavaScript & jQuery	Illustration
Wireframing & Prototyping	Wordpress & PHP	3D Design
Figma, Adobe XD & Sketch	Web Accessibility	Google Firebase
Adobe Creative Cloud	Google Analytics & SEO	Communication

EXPERIENCE

Experience Strategy & Transformation Professional 1 2021–Present
Author by Humana

Human-centered design strategy work within Humana's innovation arm, Author by Humana. Collaboratively creating and delivering initiatives to translate organization goals into features. Development of early prototypes and user testing to validate early design assumptions.

Web Developer Contractor 2020–2021
The Marketing Squad

Contract web development, worked with Wordpress, PHP, JavaScript, HTML, & CSS to create and maintain dozens of web properties for clients. Utilized design experience to intuitively translate mockups & prototypes to functional websites and improvise design decisions when needed, improving project efficiency.

UI/UX Designer Contractor 2020–2021
Unitonomy

Contract UI/UX work, collaboratively redesigned and expanded several Unitonomy products, taking ideas from initially abstract goals to concrete user-facing prototypes. Guided by user interviews, strategically developed user experiences to improve workplace culture.

Web Design & Development Intern 2018–2020
Office of Communications & Marketing, University of Louisville

Web design and development, working with HTML, CSS, JavaScript, and jQuery 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

AAF ADDys 2020-2021
- Local - 6 Awards
- District - 4 Awards

AIGA Louisville 2019-2021
- The Show - 3 Awards

AIGA Flux 2020-2021
- UI/UX - 2 Awards