



Susan Pallmann
Designer & Developer
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EDUCATION

BFA Graphic Design 2020

Graduated *summa cum laude*
Focus on UX design
Art History & Humanities Minors
University of Louisville

Honors Thesis 2019-2020

"Interaction Design for Retention"

SKILLS

Human-Centered Design
Product Design
UX User Research
Wireframing & Prototyping
Figma, Adobe XD & Sketch

Adobe Creative Cloud
HTML & CSS
JavaScript & jQuery
Wordpress & PHP
Digital Accessibility

Google Analytics & SEO
Google Firebase
Communication

EXPERIENCE

Humana 2021–Present

Experience Strategy & Transformation Professional 2 (*Jan 2022–Present*)
Experience Strategy & Transformation Professional 1

Dual product design and design strategy role within Humana's innovation arm, Author by Humana. Designing a human-centered experience across the fidelity spectrum: from small-scale feature designs in an agile product organization to large-scale experience strategy initiatives, both supported by empathetic user research. Owner of the design system & style guide for our primary CRM platform. Led initiative to implement realtime analytics into our CRM platform.

UI/UX Designer Contractor 2020–2021

Unitonomy

Contract UI/UX work for a startup, 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 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 company clients in an agency setting. Improved project efficiency due to dual design and development skillset.

Graphic Designer Contractor 2019–Present

Evolve KY

Ongoing ad hoc design support for local non-profit Evolve KY. Services include web design, web development, illustration, advertising, and SEO optimization.

EXPERIENCE

Web Design & Development Intern 2018-2020

University of Louisville

Web design and development, working with HTML, CSS, JavaScript, and jQuery to create and maintain university web assets. Analyzed Google Analytics to restructure user flows. Worked within brand standards and ADA accessibility rules.

AWARDS

American Advertising Federation

Student Silver ADDY (District) 2021

Student Silver ADDY (District) 2021

Student ADDY Judge's Choice (Local) 2021

Student Gold ADDY (Local) 2021

Student Gold ADDY (Local) 2021

Student Silver ADDY (Local) 2021

Student ADDY Judge's Choice (District) 2020

Student Silver ADDY (District) 2020

Student Gold ADDY (Local) 2020

Student ADDY Best in Show (Local) 2020

AIGA Louisville

100 Show Notable Award 2021

AIGA Louisville Show 2019

AIGA Louisville Show 2018

AIGA Blue Ridge

UI/UX AIGA Flux 2021

UI/UX AIGA Flux 2020