



**Susan Pallmann**  
Designer & Developer  
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## EDUCATION

### **BFA Graphic Design 2020**

Graduated *summa cum laude*  
Focus in 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.

### **Designer/Developer 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