



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

EXPERIENCE

Humana

2022–Present

Product Designer

Mid-level product designer within Humana's Consumer Strategy, Design and Transformation organization. Feature design for both member- and associate-facing experiences. Design strategy and visioning work to develop long-term product goals. Design system and style guide owner.

2022

2021–2022

Experience Strategy & Transformation Professional 2

Experience Strategy & Transformation Professional 1

Dual product design and design strategy role within Humana's innovation startup, Author by Humana. Feature designs for associate-facing experiences. Led several experience strategy initiatives to improve associate experience. Owner of the design system & style guide for Author's primary CRM platform. Led initiative to implement realtime analytics into our CRM platform.

Unitonomy

2020–2021

UI/UX Designer Contractor

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 using feedback from user interviews.

The Marketing Squad

2020–2021

Web Developer Contractor

Contract web development work for an agency. Worked with Wordpress, PHP, JavaScript, HTML, & CSS to create and maintain dozens of web properties for company clients. Improved project efficiency by leveraging dual design and development skillset.

Evolve KY

2019–Present

Designer/Developer Contractor

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

University of Louisville

2018–2020

Web Design & Development Intern

Web design and development internship, 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.