

# SUE LEE

## ux designer

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### SKILLS

Prototyping, Wireframing,  
Project Management, Persona  
and Scenario Development,  
Landscape Analysis, User  
Interviews, Usability testing,  
Information Architecture

### TOOLS

Axure, CSS, Dreamweaver,  
Drupal, Excel, Flash, HTML,  
Illustrator, InDesign, Joomla,  
MailChimp, Omnigraffle,  
Photoshop, PowerPoint, Ruby  
on Rails, Word, Wordpress

### EDUCATION

**General Assembly**  
New York, NY

*User Experience Immersive*  
December 2013 - February 2014  
*Back End Web Development*  
September - November 2013

**New York University**  
New York, NY  
Bachelors of Science  
Graphic Communications  
May 2006

**Semester at Sea**  
Spring 2005

### LANGUAGE

Mandarin Chinese

### EXPERIENCE

#### **General Assembly – New York, NY**

*User Experience Design Immersive Student, December 2013 - February 2014*  
Completed four projects during this intensive eight week course in UX, including a redesign of PlainLegal.com. Conducted landscape analysis and user interviews. Created personas and scenarios. Designed interfaces for mobile and web products. Produced wireframes, specification documents and working prototypes.

#### **Catapult.org at Women Deliver – New York, NY**

*Senior Growth Manager, June - November 2013*  
*Program Manager/Designer, March 2012 - May 2013*  
Created wireframes and mockups for 100+ email campaigns, including those for a \$4M campaign with Gucci. Redesigned the framework and created wireframes and high-fidelity mockups for the 90-day report section of the site. Produced written materials and graphics for a range of communications such as emails, partner guidelines, and reporting. Developed and executed email marketing strategy for over 45,000 subscribers. Managed 50 NGO partners and \$2M projects. Assisted with the outreach and implementation of campaigns with corporate partners, Gucci, Johnson & Johnson and The Gates Foundation.

#### **Maternal Health Task Force at EngenderHealth – New York, NY**

*Senior Program Assistant, June 2009 - November 2010*  
Designed and developed wireframes and mockups of the Knowledge Management System. Led the creative direction for all projects, as well as all the print and display materials for the Global Maternal Health Conference 2010 in New Delhi. Created and coordinated the distribution of all online communications, including monthly newsletters and bi-weekly news reports to over 1,500 subscribers. Managed a \$1.7M nine-month international fellowship for 16 individuals with Ashoka.

#### **Hess Educational Organization – Taichung, Taiwan**

*English Teacher, August 2007 - June 2009 & September 2011-May 2012*  
Taught English as a foreign language to elementary and junior high school students. Created a five month English magazine program for junior high school students.

#### **MTV Networks International – New York, NY**

*Staying Alive Foundation Coordinator, September 2006 - August 2007*  
Designed promotional and informational material for the Foundation and grant winners. Managed award winners in China, Nigeria, and Ghana. Organized finances, foundation database, and external server. Coordinated logistics for meetings with multilateral agencies (i.e. UNFPA, UNICEF).

#### **MTV Networks International – New York, NY**

*Digital Media Summer Associate, June 2006 - August 2006*  
Led the distribution of pro-social content for international channels for online and mobile. Assisted with the distribution of US programs to international platforms.

#### **MTV Networks International – New York, NY**

*Communications & Marketing Intern, September 2005 - May 2006*  
Contributed to the development of Nickelodeon International's internal Sharepoint website. Communicated with MTV International staff and clients to collect various information for media lists, magazine articles, and promotional packages.