

SUE LEE

ux portfolio

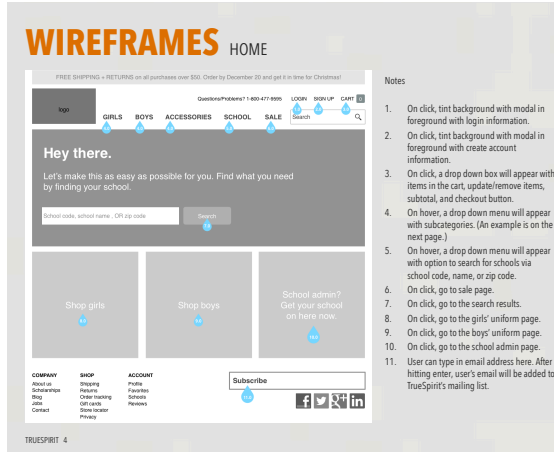
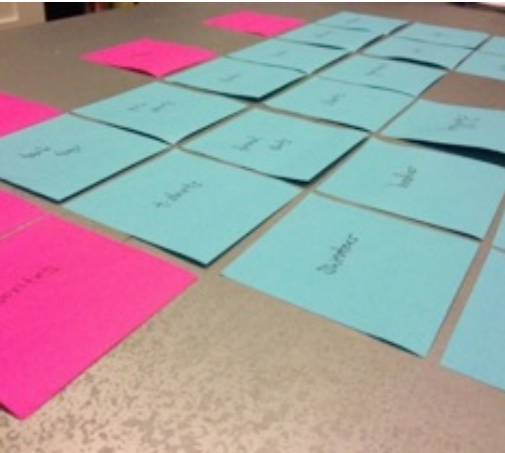
ABOUT

I studied graphic design in school, but then spent one hundred days on a ship traveling around the world and found myself working in international development. Three NGOs and three years in Taiwan later, here I am. Back in design and loving it.

CASE STUDY: TRUESPIRIT



CASE STUDY: TRUESPIRIT



DESCRIPTION

TrueSpirit is a new school uniform retailer that is beginning to build its online presence.

TIMEFRAME

2 weeks

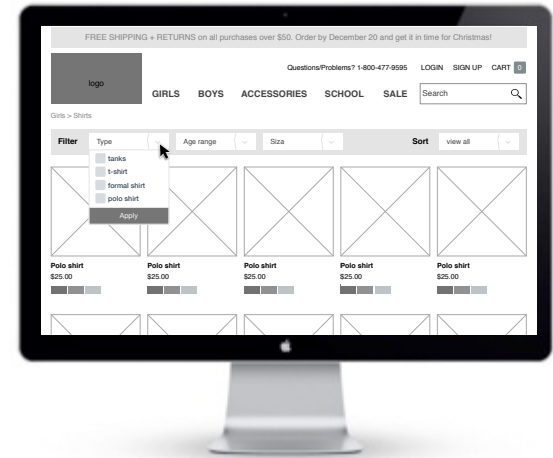
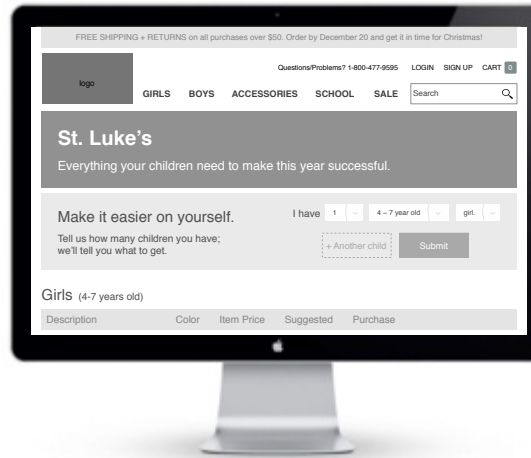
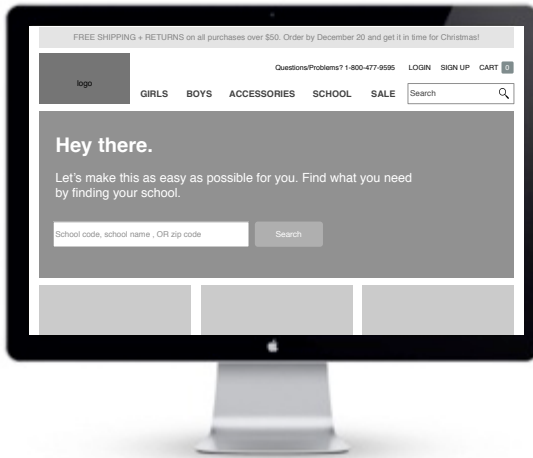
GOAL

Highlighting recommended items from schools for parents to buy for their children. Making the checkout process as quick and simple as possible for busy parents.

SOLUTION

I created a list that allows parents to see all the items they need on one page and be able to place orders on the same page. Parents are now able to view and make their entire purchase in less than two minutes.

CASE STUDY: TRUESPIRIT



TOOLS

Paper, Pen, Post-its, Sharpie
Omnigraffle, Invision

PROCESS

Information Architecture,
Competitive Analysis, Scenarios
& User Flows, Wireframes,
Low-Fidelity Mockups,
Specification Document,
Site Map, Prototype

DETAILS

This was a student project. For our second project in UXDI, we were given personas and a list of items TrueSpirit would like to sell on their site.

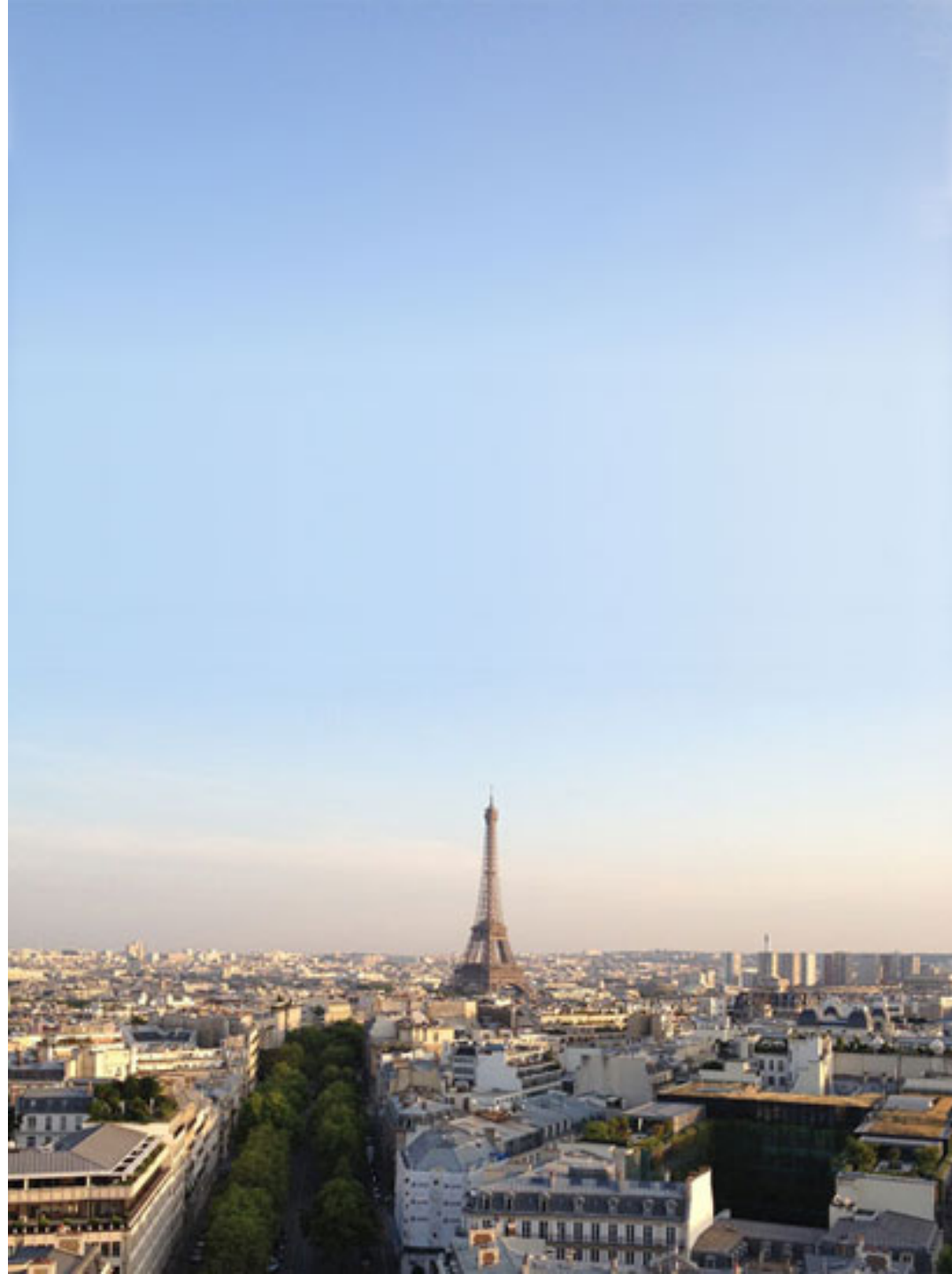
First, I ran a competitive and complementary analysis on brands such as : Old Navy, Land's End, and French Toast.

After usability testing my initial designs, I realized the process was taking too long as parents were going from page to page to see items they had to buy. (They are buying uniforms after all!)

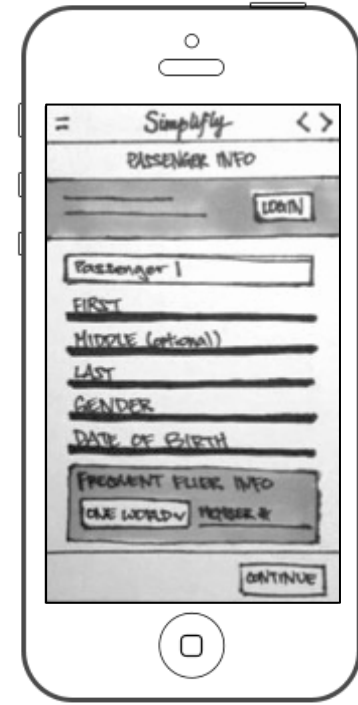
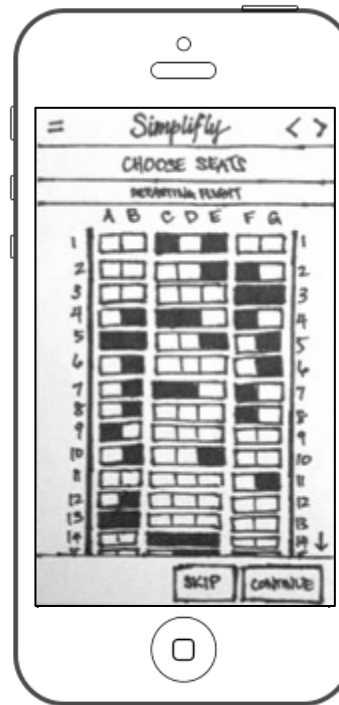
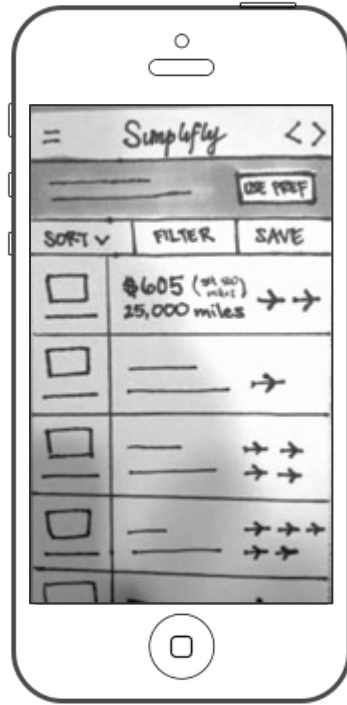
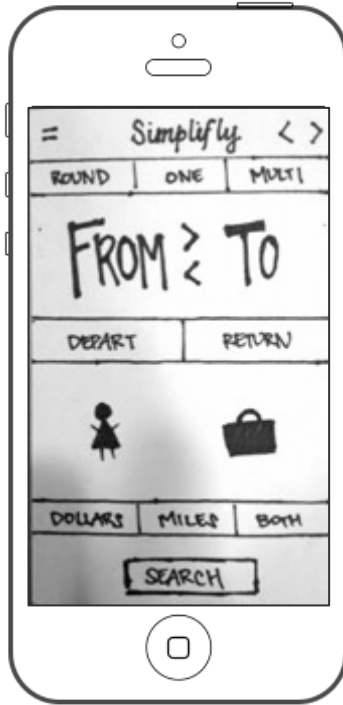
So, I simplified the process and now it's all done in one page.

[View prototype](#)

CASE STUDY: SIMPLIFLY



CASE STUDY: SIMPLIFY



DESCRIPTION

Simplify is Kayak, but better. It factors in hidden costs such as seats with extra leg room and additional baggage.

TIMEFRAME

1 week

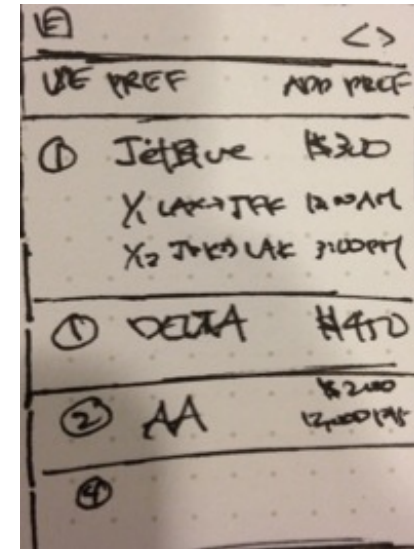
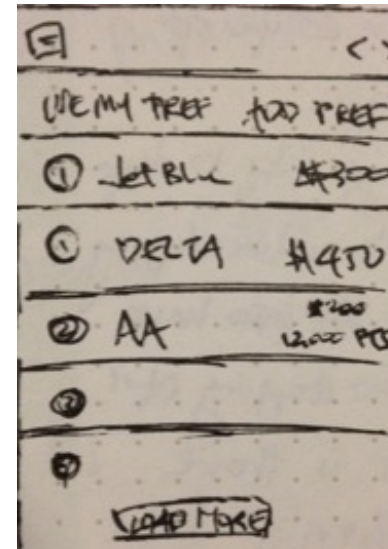
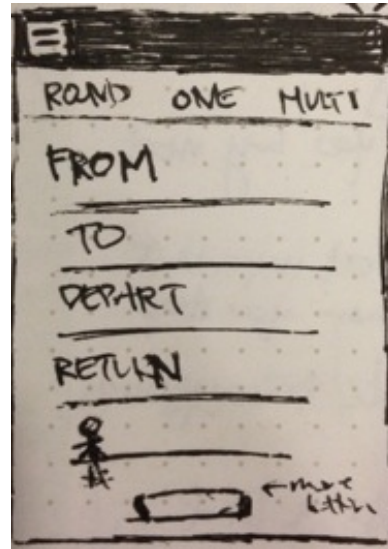
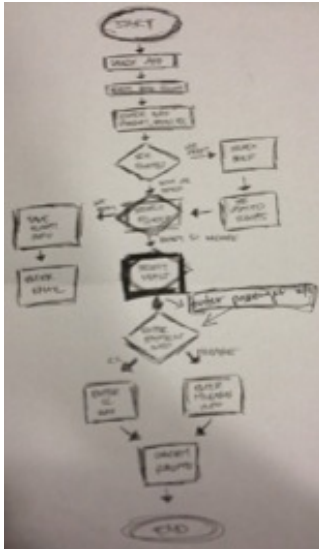
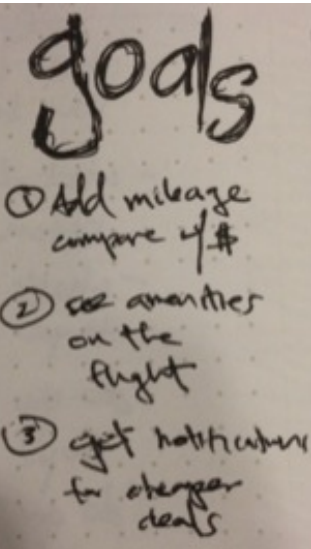
GOAL

Creating a quick and easy solution for users who fly frequently. Searching for flights using both miles and money. Saving options such as seat and time of flight preferences.

SOLUTION

I created a graphical interface that allowed users to enter in their preferences in stages without overwhelming them or causing the process be too time consuming.

CASE STUDY: SIMPLIFY



TOOLS

Paper, Pen, Sharpie
POP app

PROCESS

User Interview, Competitive
Analysis, Scenario & User Flow,
Wireframes, Low-Fidelity
Mockups, Prototype

DETAILS

This was a student project. For our first project in UXDI, we had to create a mobile app for a classmate. After interviewing my partner, I came up with Simplify. I ran a competitive analysis on apps such as JetBlue, Kayak, Hipmunk, and Expedia to see

how they structure their search.

Then I created a user flow with a focus on comparative shopping as that was my partner's main goal.

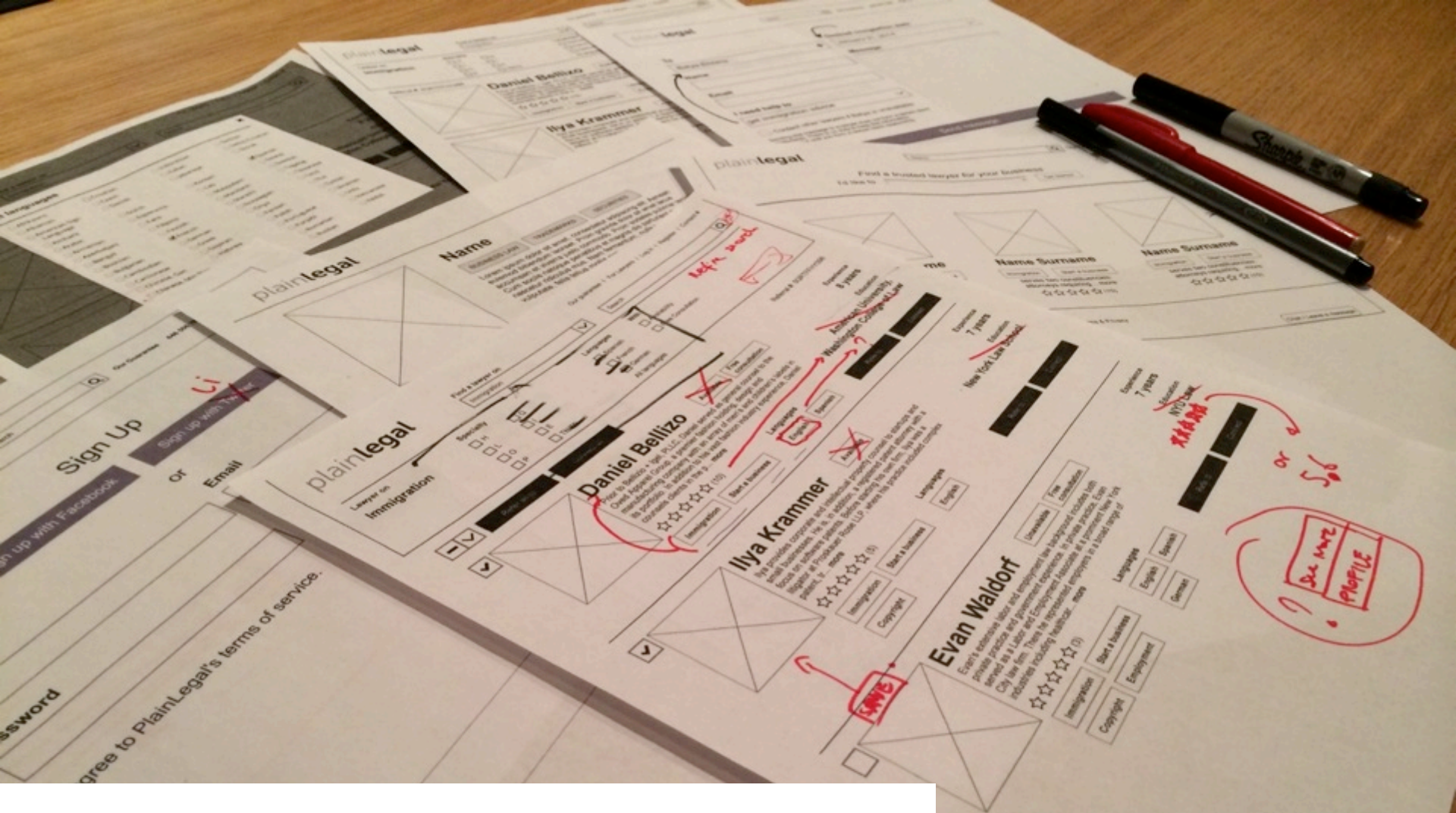
After getting the basics, I worked on the visual design to make it different from all its competitors.

[View prototype](#)

CASE STUDY: SIMPLIFLY

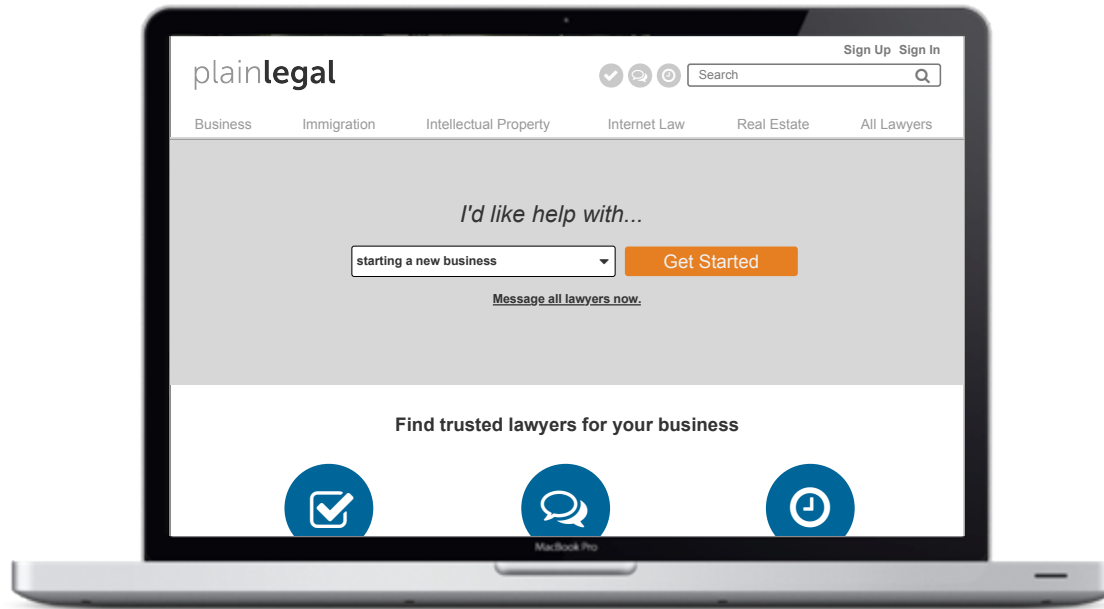


Here are some of the designs I've made using Axure since the project ended. This is still a work in progress.



CASE STUDY: PLAINLEGAL

CASE STUDY: PLAINLEGAL



DESCRIPTION

PlainLegal is a startup connecting entrepreneurs and small business owners to trustworthy, affordable lawyers.

TIMEFRAME

2.5 weeks

GOAL

Reducing the bounce rate of visitors on the site. Increasing conversions for subscribed users. Creating an efficient process for users to find quality, trustworthy lawyers.

SOLUTION

My group redesigned key pages, made elements such as quick response times and the lawyer vetting process more prominent, and pushed the sign up process to after the user has already messaged the lawyer.

CASE STUDY: PLAINLEGAL

PERSONAS



Georgia Petrucci, 45

Not tech-savvy
Money is not a concern
Doesn't put her credit card information on the internet
Worked with multiple lawyers in the past
Wants a lawyer with the highest success rate



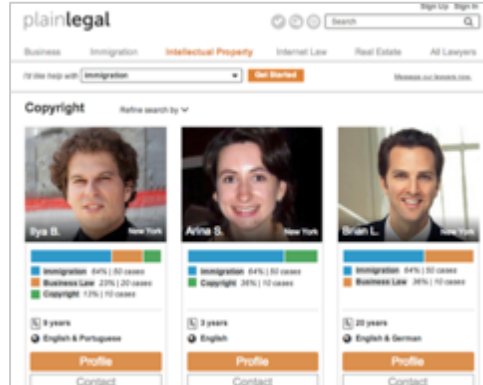
Colin Johnson, 32

Medium tech-savvy
Spends money on quality
Seeks reviews and ratings
Compare multiple lawyers
Wants a free consultation
Cares the lawyer understands his needs



Jessica Cho, 28

Very tech-savvy
Conscientious buyer
Cares about efficiency
Wants reviews and ratings
Wants a fast and quick reply from her lawyer
Expects the lawyer to give her free consultation



TOOLS

Paper, Pen, Post-its, Sharpie,
Silverback, Axure

PROCESS

Information Architecture,
Competitive Analysis, User
Interviews, Persona Creation,
Scenario & User Flow,
Wireframes, Mockups, Usability
Tests, Specification Document,
Site Map, Prototype

DETAILS

For the last project in UXDI,
three classmates and I were
tasked to help PlainLegal.com.

We started with user research
by doing interviews and usability
tests in person and over Skype.
We created three personas
based on our findings. We
analyzed competitors and
complementors such as Avvo,

LawDingo and Elance.

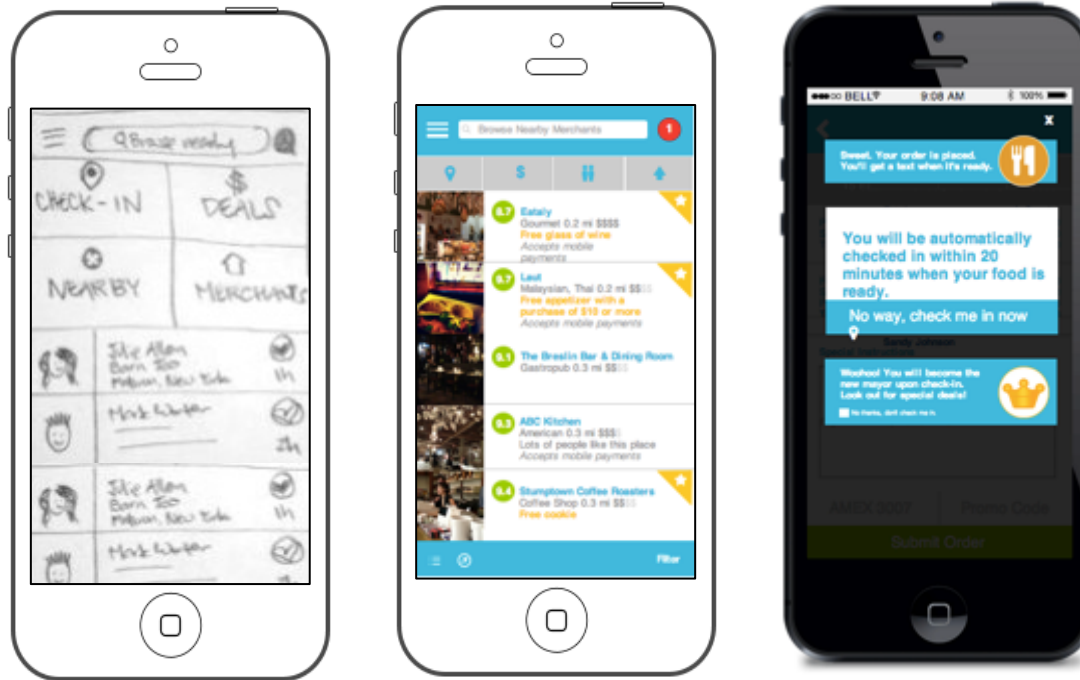
We standardized the lawyer
profile page to make it easier to
scan, created pre-filled messages
when users contacted lawyers,
added the ability to message
multiple lawyers at one time, and
established credibility of the site
and its lawyers prominently.

[View prototype](#)

CASE STUDY: FOURSQUARE



CASE STUDY: FOURSQUARE



DESCRIPTION

Foursquare would like to add a mobile payment component to check-ins.

TIMEFRAME

2 weeks

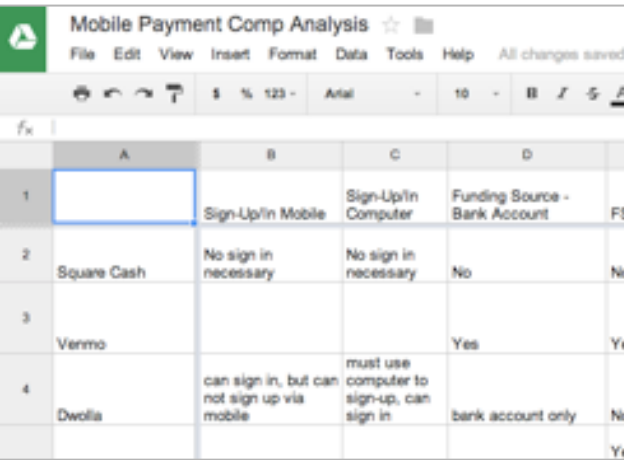
GOAL

Getting their users to notice and start using the new mobile app payment feature when they check-in at their locations.

SOLUTION

My group combined a service like Seamless and GrubHub to Foursquare, making it easy for people to pay for their food when they check-in.

CASE STUDY: FOURSQUARE



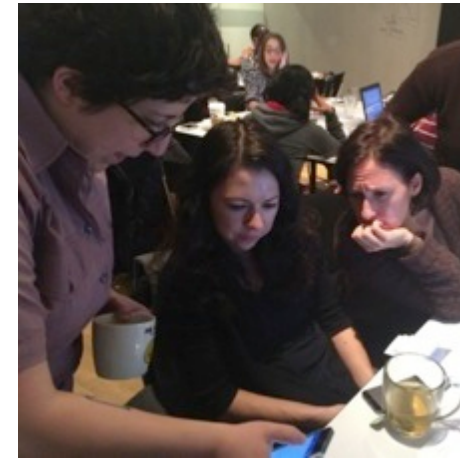
Mobile Payment Comp Analysis				
File Edit View Insert Format Data Tools Help All changes saved				
fx A B C D				
1		Sign-Up/in Mobile	Sign-Up/in Computer	Funding Source - Bank Account
2	Square Cash	No sign in necessary	No sign in necessary	No
3	Vermo			Yes
4	Dwolla	can sign in, but can not sign up via mobile	must use computer to sign-up, can sign in	bank account only

TOOLS

Paper, Pen, Post-its
Sharpie, Axure

PROCESS

Competitive Analysis, User Interviews, Persona Creation, Scenario & User Flow, Wireframes, Mockups, Usability Tests, Specification Document, App Map, Prototype



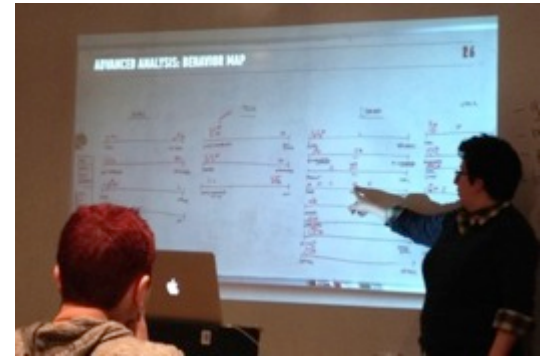
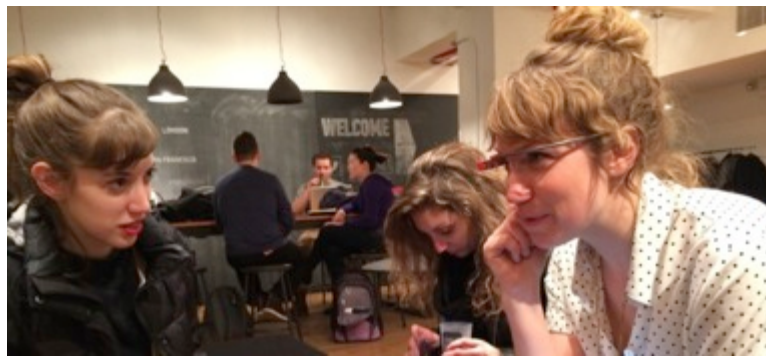
DETAILS

This was a student project. For project #3 of UXDI, my group was tasked to add a mobile component to Foursquare.

After doing user research and competitive analysis, my group discovered users wanted to combine Foursquare with Seamless, Groupon or both.

In the end, we add a food ordering functionality which allowed users to pick up orders at nearby restaurants and check-in or place their order as they waited in line.

[View prototype](#)



FAQs

Why User Experience?

I've been doing UX since before I even heard of the term.

UX is a great combination of three things that I love—
design, code, and efficiency. I also love french fries.

FAQs

Where do you want to work?

Some place innovative. I want to work somewhere that focused on technology and making people's lives easier. I want to push the boundaries and have my own pushed. I love a good challenge.

FAQs

Tell me what you can do.

User research, competitive analysis, wireframes, prototyping, the whole deal. Adobe Creative Suite, Axure, Omnigraffle. HTML, CSS, and basic Rails. I can also make an awesome soufflé.

FAQs

Alright, I'm hooked. How can I reach you?

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+1 626 506 6998

THANKS.