

# SUE LEE

## *ux portfolio*

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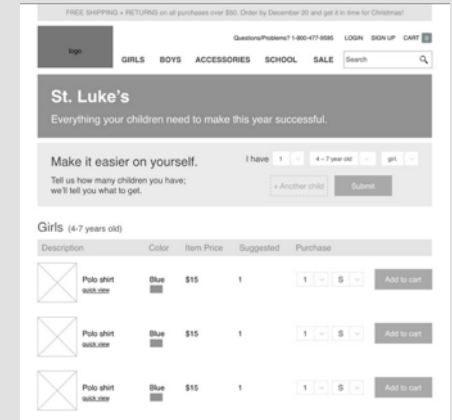
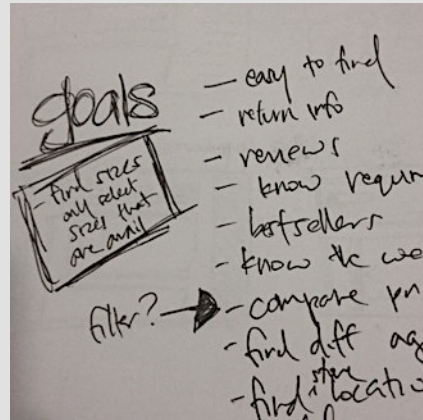
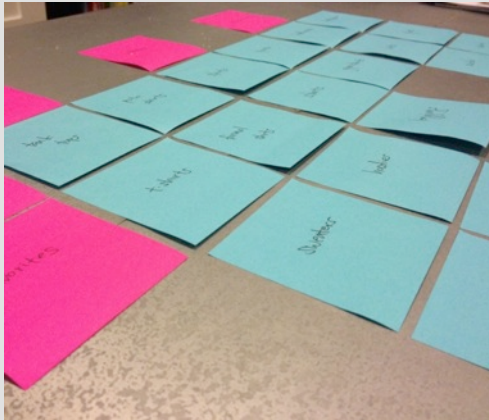
# ABOUT

I studied graphic design in school, but then spent 100 days on a ship traveling around the world and found myself in international development. 3 NGOs and 3 years in Taiwan later, here I am. Back in design and loving it.





# CASE STUDY: TRUESPIRIT



## DESCRIPTION

TrueSpirit is a new internet retailer for schools and parents who want a modern school uniform for primary and secondary school children.

## CHALLENGE

Highlighting suggested items schools recommend parents by for their children. And, of course, making the checkout process simple and quick for busy parents.

## SOLUTION

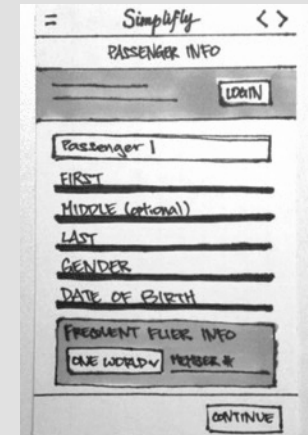
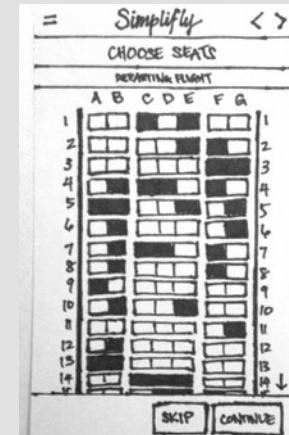
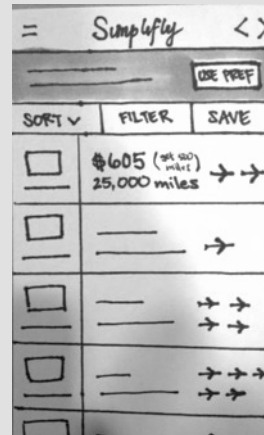
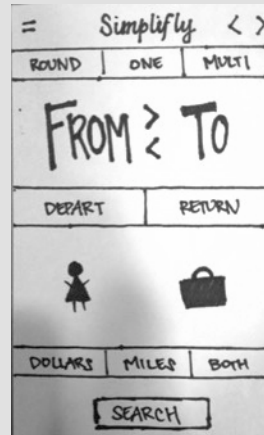
I created a list similar to a wedding registry that allows parents see all the items they need on one page and placing the orders on the same page.







# CASE STUDY: SIMPLIFLY



## DESCRIPTION

Simplify is a new mobile app that allows you to search for flights, factoring in hidden costs like extra leg room and additional baggage.

## CHALLENGE

Adding all the filters without making it too overwhelming or creating too many steps. Basically making it Kayak, but better. Much better.

## SOLUTION

I created a graphical interface for all the filters; a signed-in user would have their preferences pre-selected.

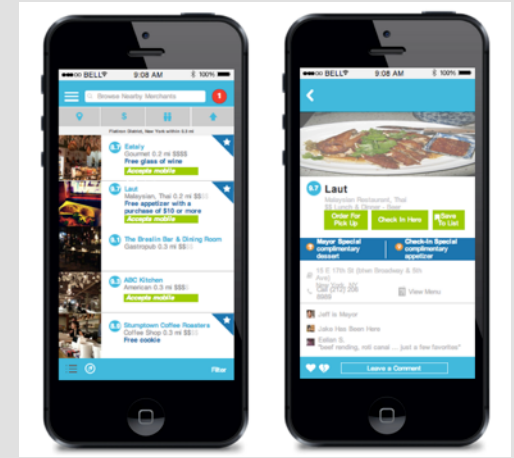
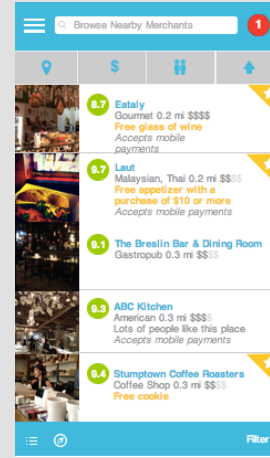








# CASE STUDY: FOURSQUARE



## DESCRIPTION

Foursquare would like to increase the level of engagement with their users and merchants by adding a mobile payment component to check-ins.

## CHALLENGE

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

## SOLUTION

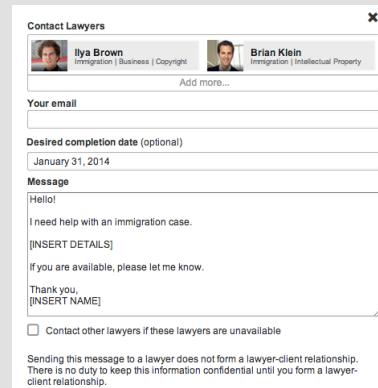
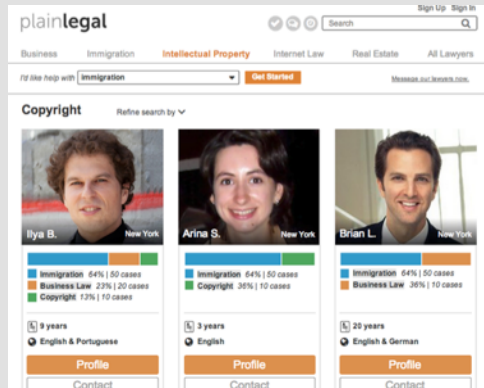
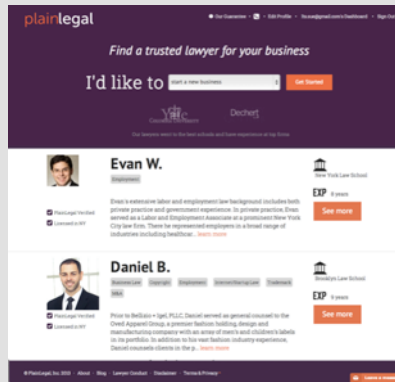
Combining a service like Seamless and GrubHub to Foursquare, making it easy for people to pay for their food when they check-in.







# CASE STUDY: PLAINLEGAL



## DESCRIPTION

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

## CHALLENGE

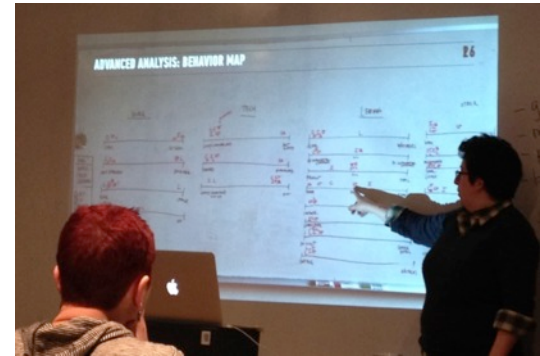
They are having problems with drop off & conversions. The site currently requires users to visit multiple pages before they are able to contact a lawyer.

## SOLUTION

We standardized the pages and switched the order of signing up for an account send sending a message.







# FAQs

## Why User Experience?

It's a great combination of two things I love— design and code. Also, I care a lot about efficiency which is huge for ux. I like making the process as easy and as simple as possible for the user to get to their end goal.



# FAQs

## Why General Assembly?

I took their Back End Web Development class before UXDI to learn Ruby on Rails and just fell in love with the place. I love the atmosphere and the community. I knew I wanted to keep up the momentum so when I heard about UXDI, I knew it was a sign.





# FAQs

## **Where do you want to work next?**

Some place innovative. Startups to mid-size companies are preferable. I really want to push the boundaries and get my own boundaries 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 Ruby on Rails- no rspec or TDD though. I'll get there... one day.



# CONTACT

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**THANKS.**