

SUE LEE

ux portfolio

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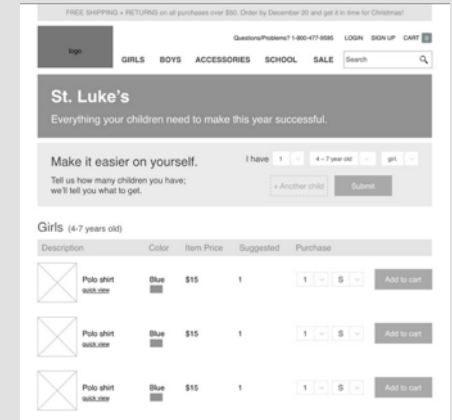
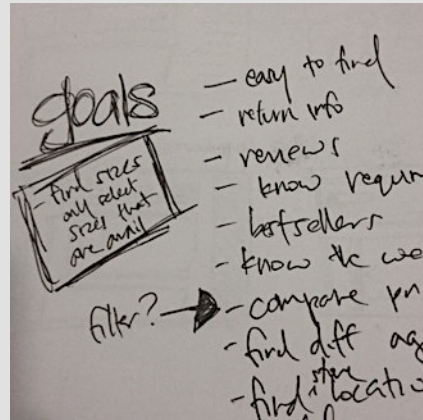
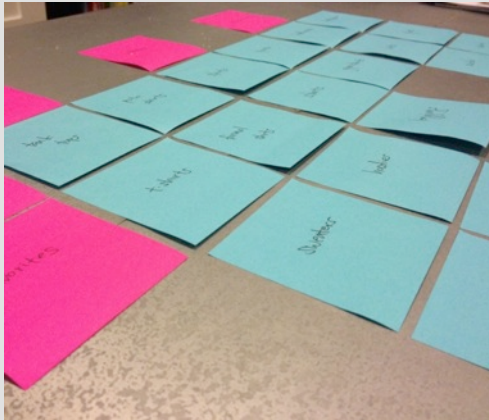
ABOUT

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.

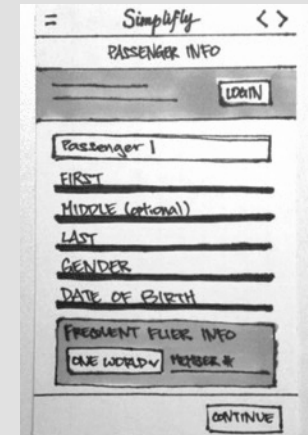
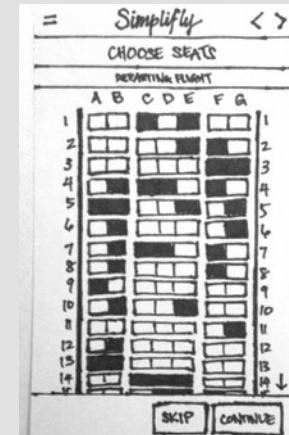
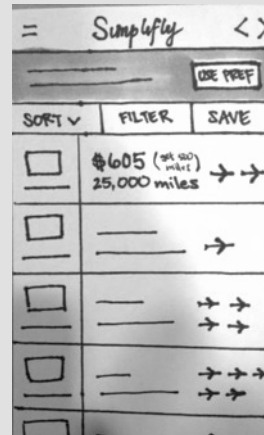
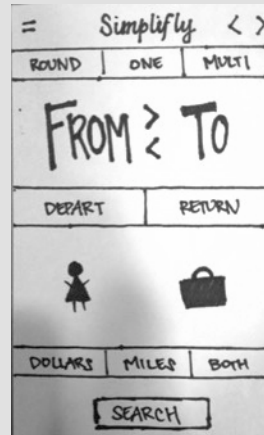
SOLUTION

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.

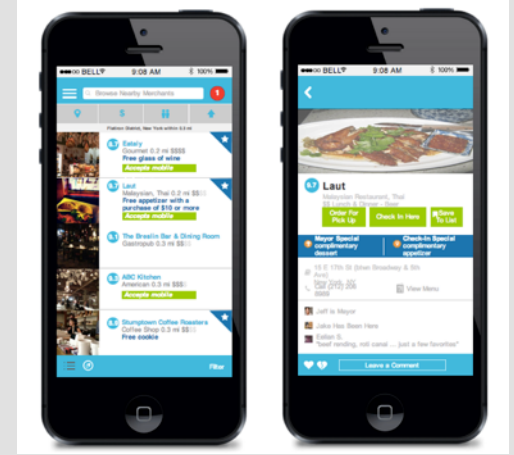
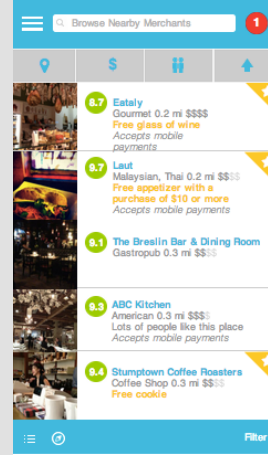
SOLUTION

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

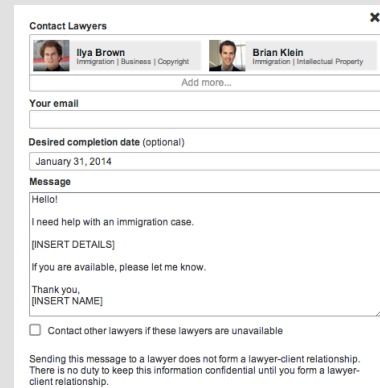
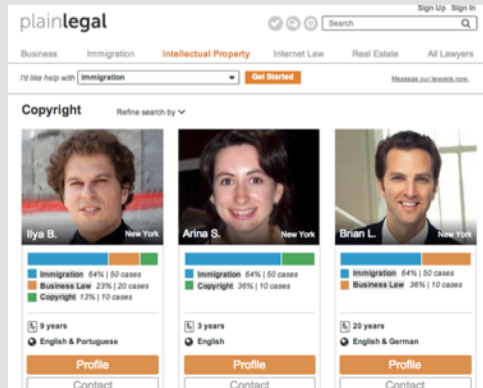
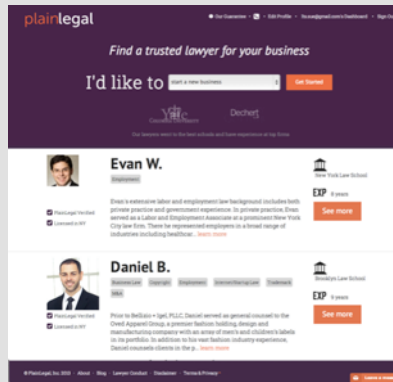
Getting their users to notice and start using the new mobile app payment feature when they check-in at their locations.

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.

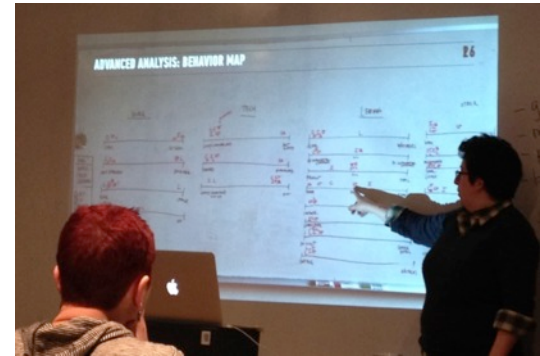
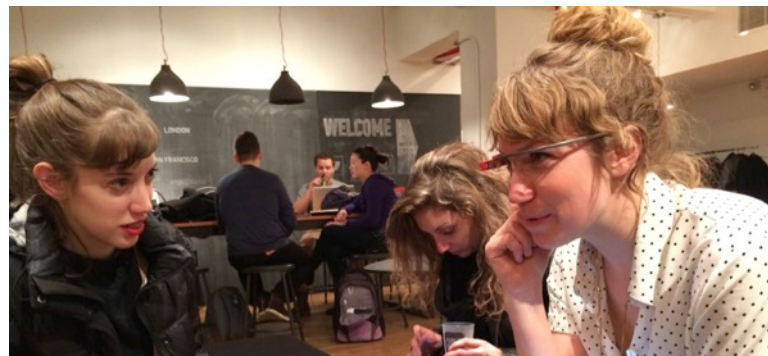
CHALLENGE

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 Rails.



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THANKS.