

**SUE LEE**  
ux designer

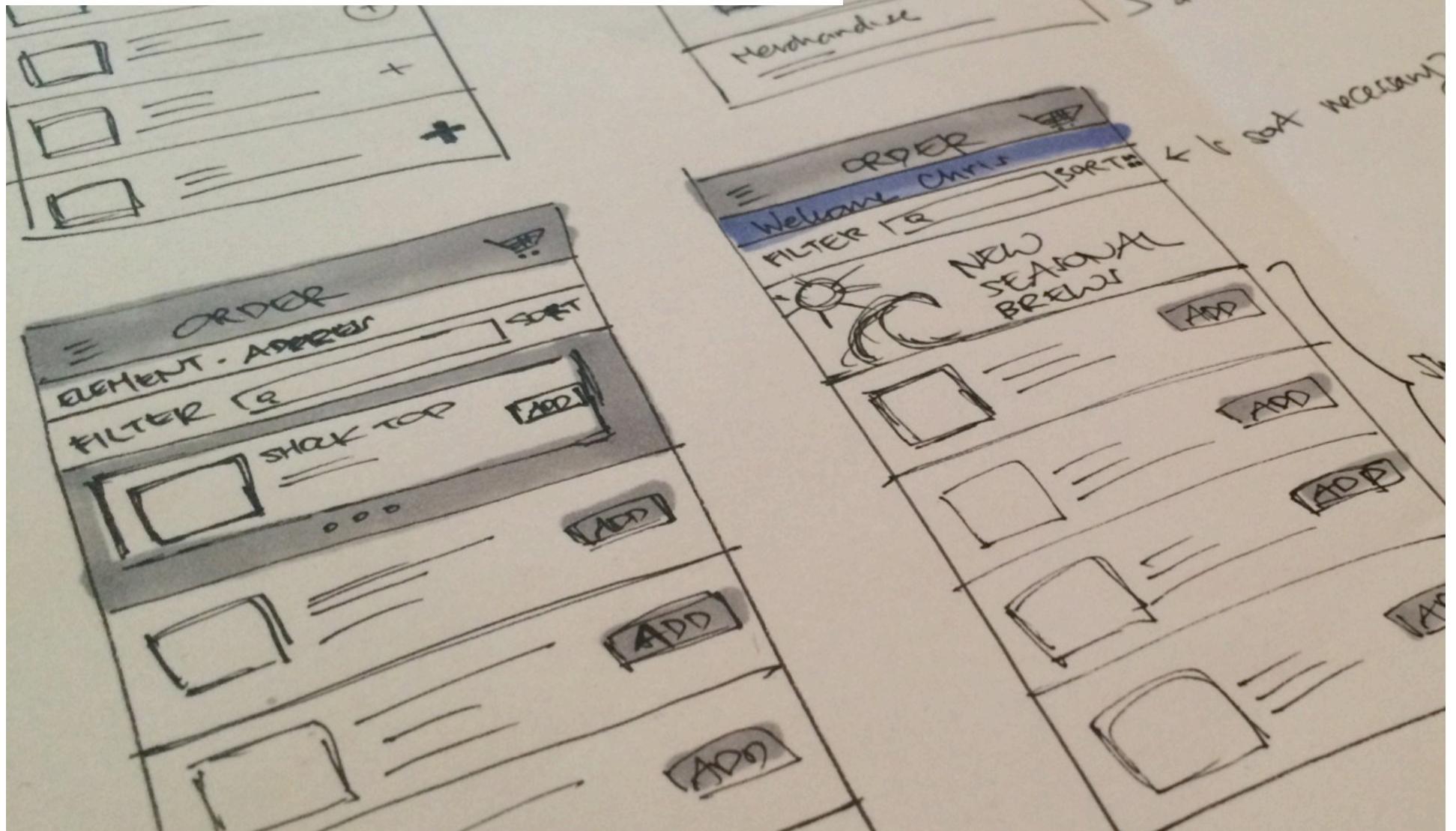
# ABOUT

I was doing UX before I even heard of the term. But after learning best practices, I was put to work at an agency, an innovation lab, and, now, in-house. I've worked on everything from apps to chatbots to email newsletters.

# PROCESS

Agile, waterfall, design sprints— I've done them all, but I believe the best process is the one that works for your team. It's the foundation that matters and I'm all about research, prototyping, and testing. And the Oxford comma.

# CASE STUDY: DELIVERY



# CASE STUDY: DELIVERY



## DESCRIPTION

ABinBev wanted to help bars re-stock their beer quickly and easily through an app.

## PROCESS

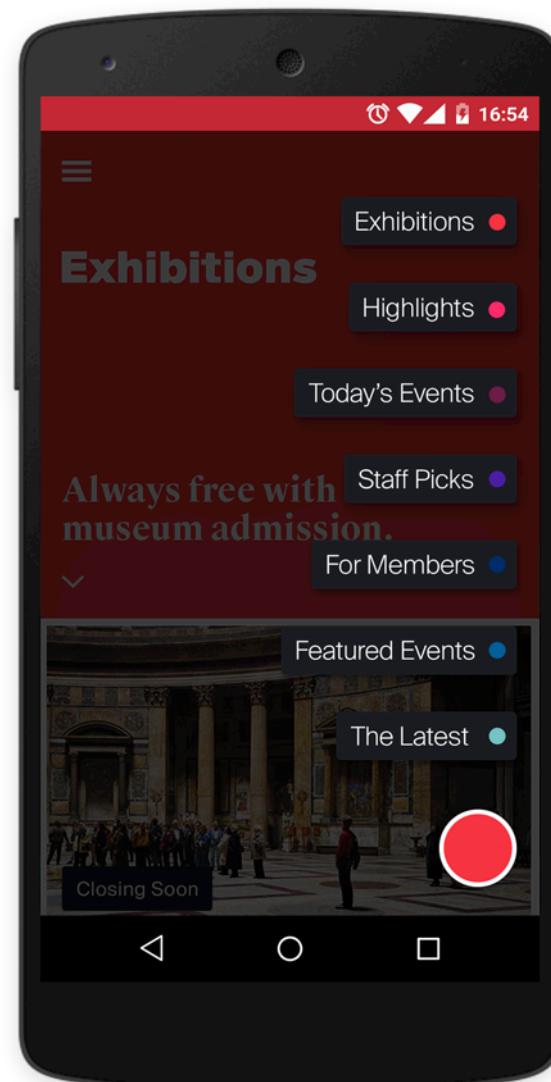
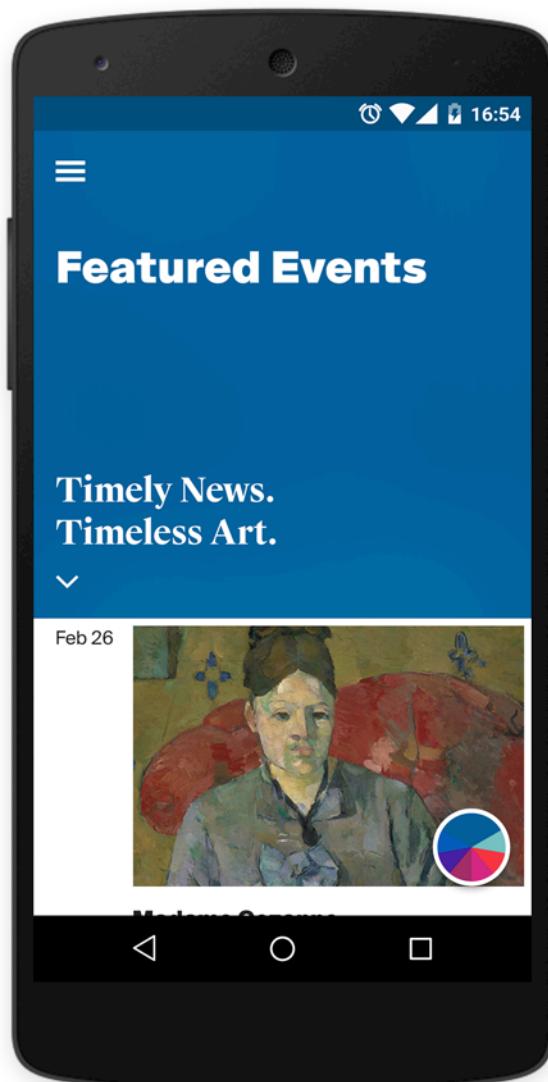
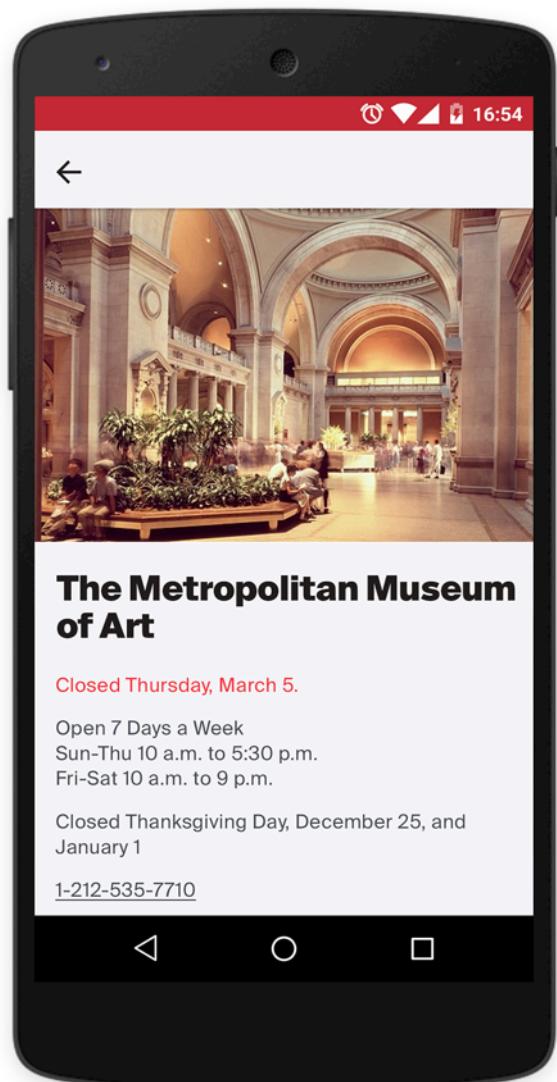
User Research, Wireframes, Prototype, Usability Testing

## DETAILS

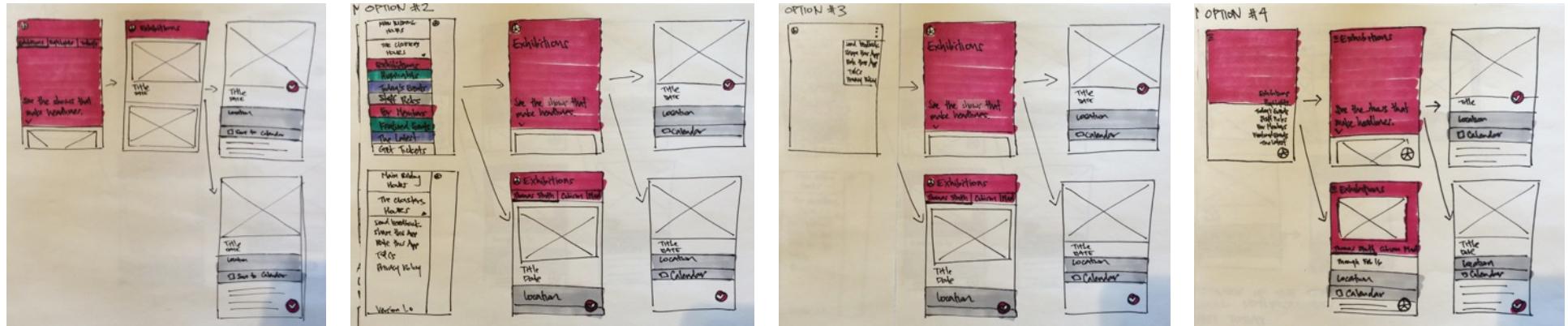
I went to their distribution plant to watch orders being placed via phone, emails, voicemails, and texts. Orders were placed in less than 30 seconds and very few places changed their order, so we created a frequently order tab. This screen would reflect

the bar's order from the last few months, allowing the ordering process to now take less than 5 seconds to complete. During testing, we found this was the most frequently used feature. This app has now expanded to five regions across the world.

# CASE STUDY: THE MET



# CASE STUDY: THE MET



## DESCRIPTION

The Met wanted an Android app similar to their iOS one, but with usability enhancements that followed Material design guidelines.

## PROCESS

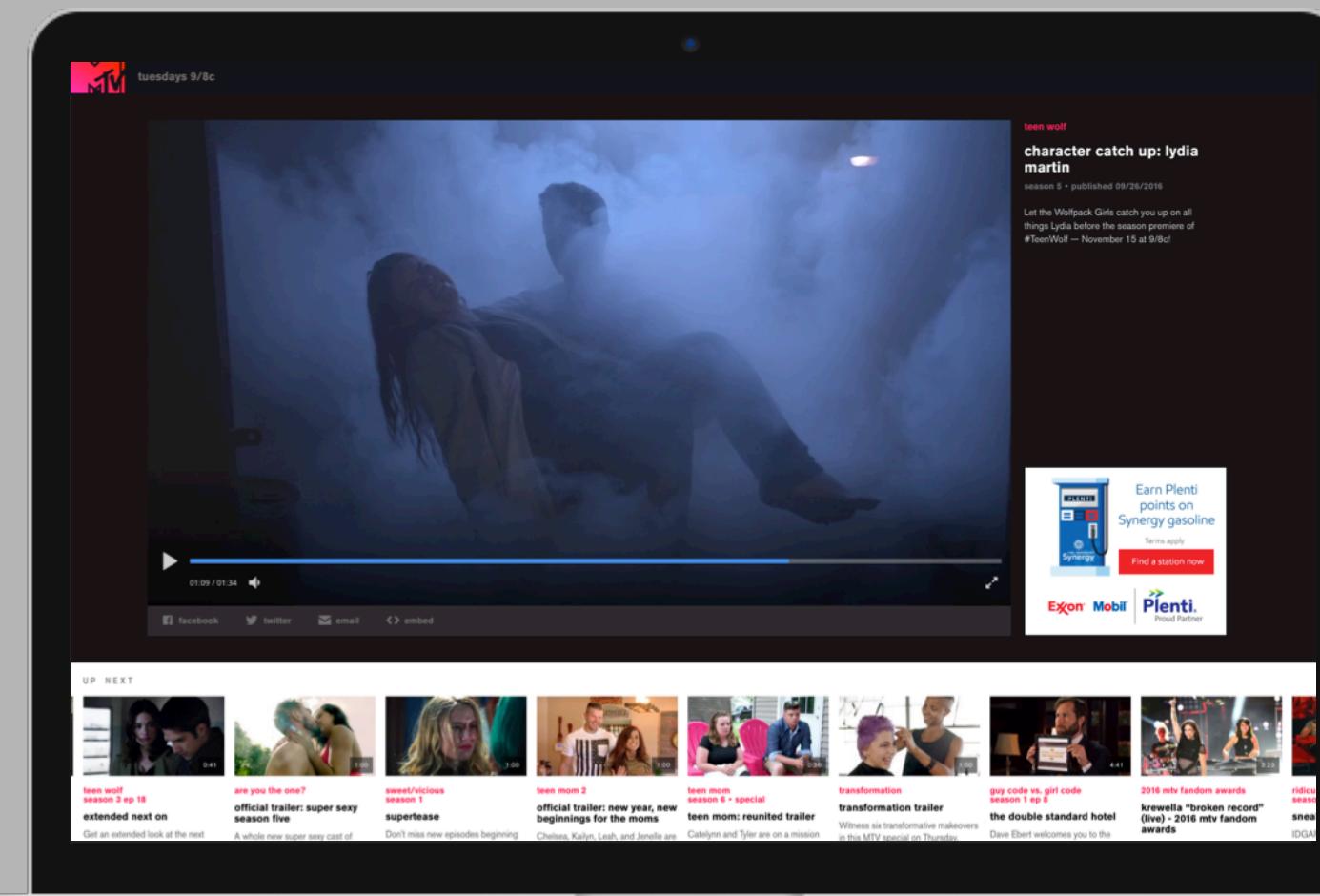
Information Architecture, User Research, Competitive Analysis, Wireframes, Prototype, Usability Testing

## DETAILS

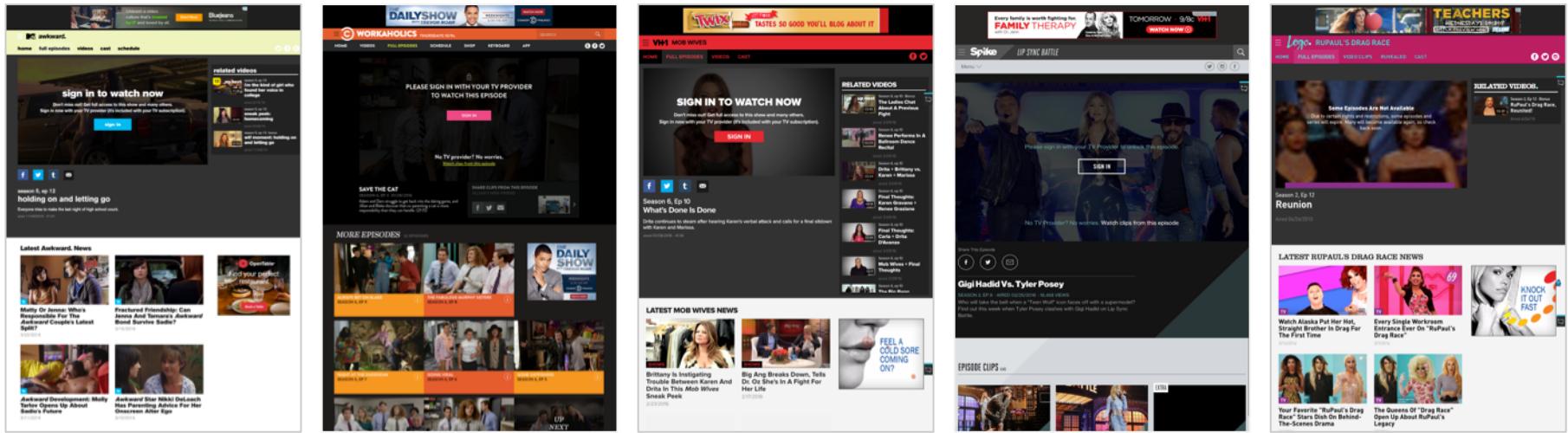
With a rebrand and an unveiling of the Breuer in the works as well as an existing iOS app, there were a number of restrictions before this project even began. I started by scouring their App Store reviews and spending some time at the museum talking to guards and patrons to figure out what

people were really looking for in a museum app. Amongst other things, I ended up combining the two navigations they had, making exhibits and events happening today clearer, and, most importantly, adding maps of their buildings which allowed users to see where they were and how to get to a particular room or exhibit.

# CASE STUDY: VIDEO



# CASE STUDY: VIDEO



## DESCRIPTION

Viacom wanted one video layout for MTV, Comedy Central, VH1, Spike, and Logo and to increase video views per visit.

## PROCESS

User Research, Competitive Analysis, A/B Testing, Wireframes, Prototype, Usability Testing

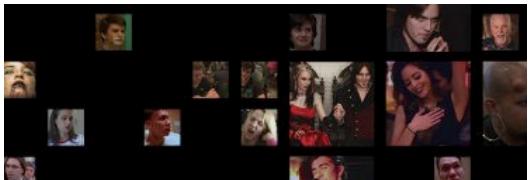
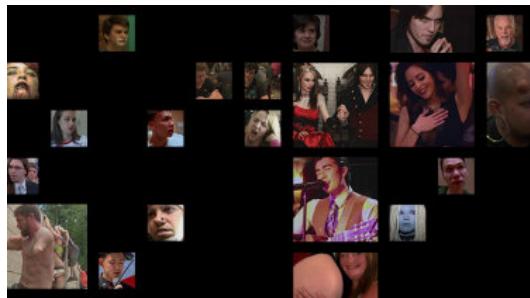
## DETAILS

While this may seem like a simple layout change, months of hard work got us to the new design. This page is the reason why a majority of our users come to our sites, so every change had to be proven. After doing research on viewing habits and what gets users to

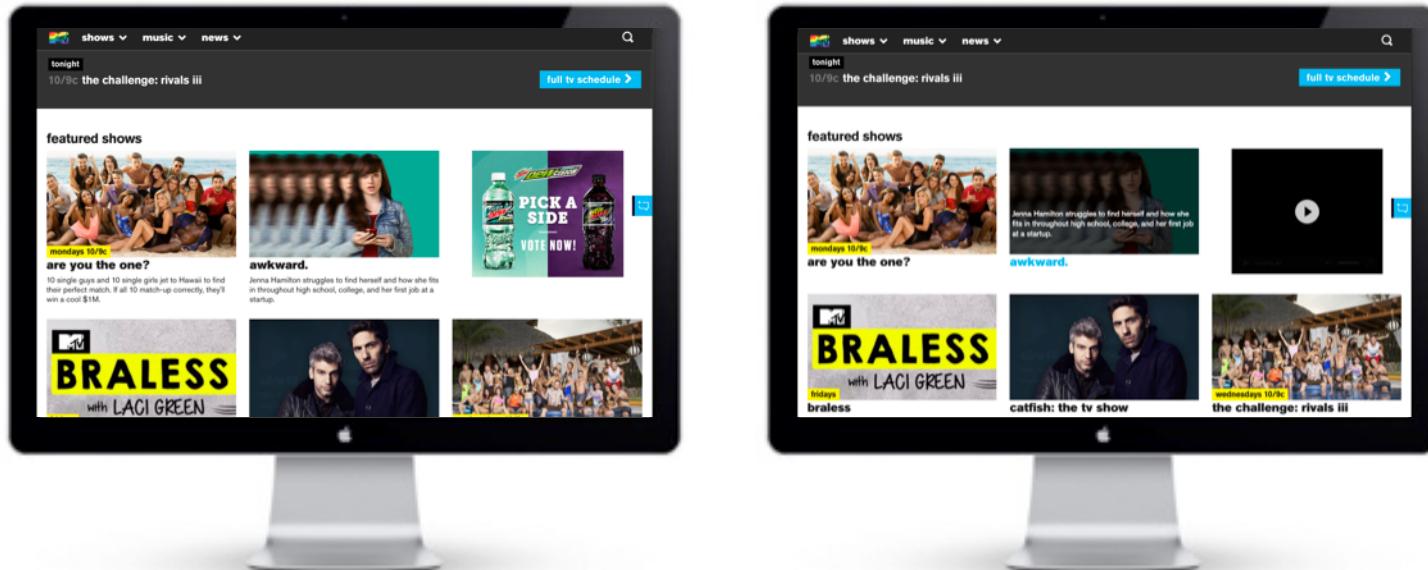
watch new shows, we A/B tested different layouts and messaging. We simplified the sign in process for your TV provider and included new ad requirements. However, my biggest win, was changing the logic for the sequence of videos a user is shown.



# CASE STUDY: SHOWS



# CASE STUDY: SHOWS



## DESCRIPTION

MTV wanted to get fans to watch more shows, especially new ones—some of which were only available online.

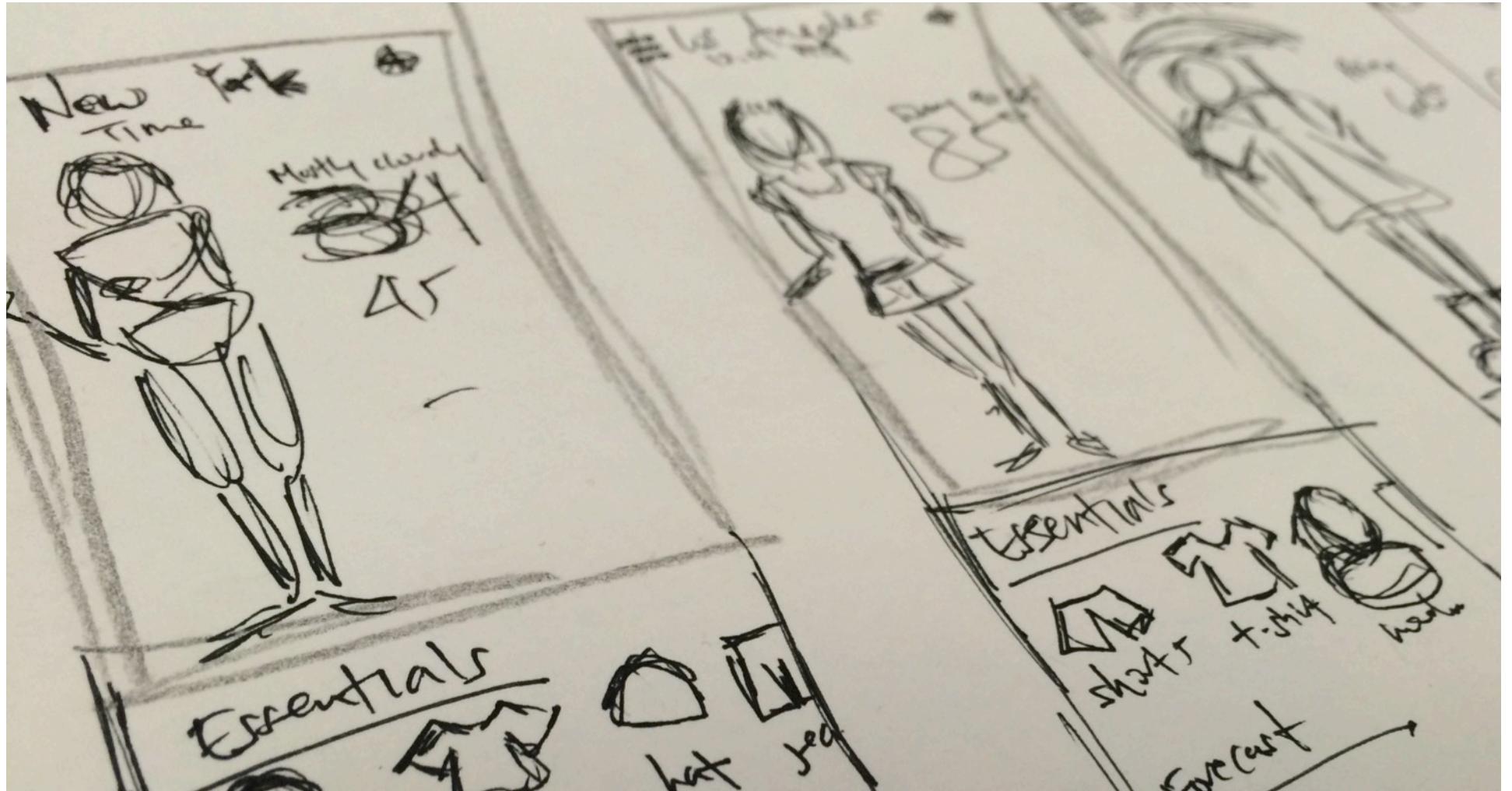
## PROCESS

A/B Testing

## DETAILS

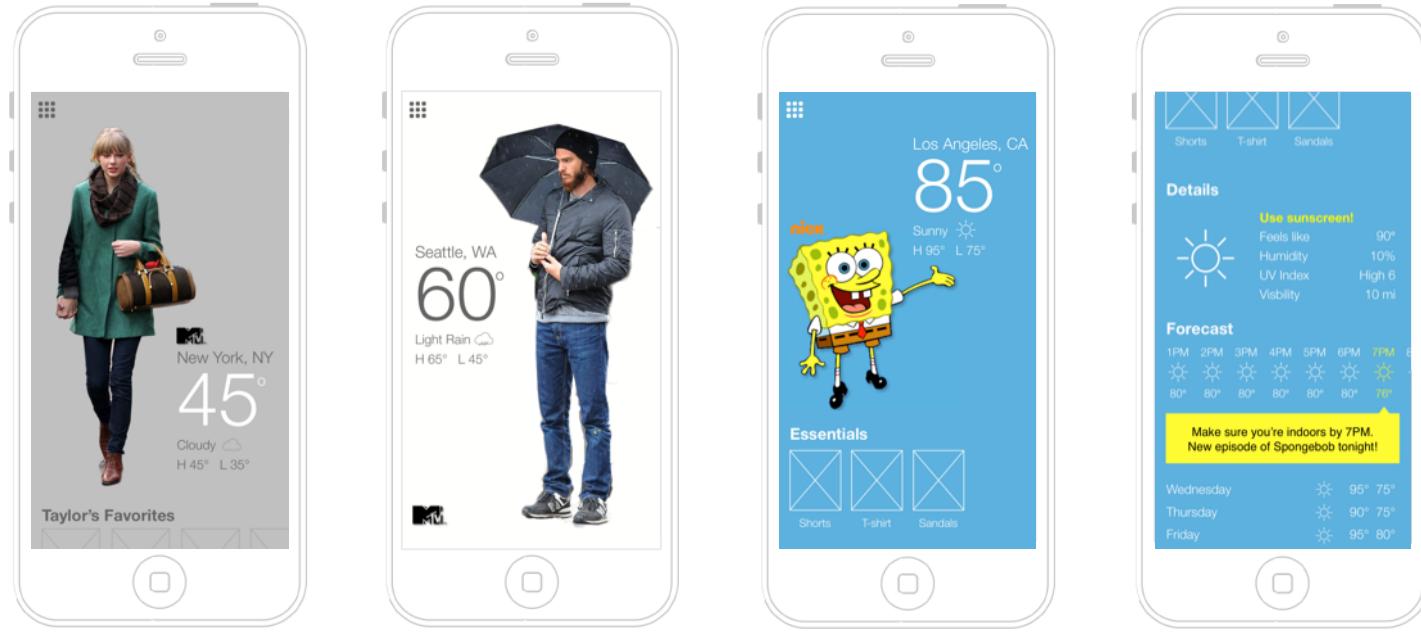
I decided to start simple by just adding show descriptions to the Shows page. We went straight into A/B testing due to timing and low level of effort. We created two variations to display these descriptions: 1) below the show image and 2) on hover.

After weeks of testing, we discovered these variations did not perform as well as the original overall. Some shows performed better than others, but, surprisingly, not the ones we thought. We are testing other ideas, but the moral is: A/B test when you can.



## CASE STUDY: WEATHER

# CASE STUDY: WEATHER



## DESCRIPTION

I was tasked to come up with something that will make our fans think of Viacom daily.

## PROCESS

Competitive Analysis,  
Wireframes, Usability Testing

## DETAILS

At Viacom Lab, we came up with new projects that would increase engagement with our fans from more than just once a week, the frequency of a new episode of their favorite show. My first idea was a weather app that would showcase our talent

and properties. Users would be able to make purchases fitting of the season and would be reminded of the show times of their favorite shows as well as promoted events. While the app tested well, this idea was put on hold as the Lab went in another direction.

# CONTACT

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**THANKS.**