

# SUE LEE

ux designer

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## SKILLS

User Interviews, Persona  
Creation, Competitive Analysis,  
Wireframing, Prototyping,  
Usability Testing, A/B Testing,  
Project Management,  
Information Architecture

## TOOLS

CSS, Excel, Flinto, HTML,  
Illustrator, InDesign, InVision,  
JavaScript, MailChimp,  
Omnigraffle, Photoshop,  
Pixate, PowerPoint, Python,  
Ruby on Rails, Sketch,  
Sublime, Word, Wordpress

## EDUCATION

### General Assembly

New York, NY  
User Experience Immersive  
JavaScript Development  
Back End Web Development  
Data Science

### New York University

New York, NY  
Bachelors of Science  
Graphic Communications  
May 2006

### Semester at Sea

Spring 2005

## LANGUAGE

Mandarin Chinese

## EXPERIENCE

### Viacom – New York, NY

*Senior User Experience Designer, Music & Entertainment, January 2016 - Present*  
Produces sketches, wires, and prototypes at different levels of fidelity for web and iOS projects based on qualitative and quantitative research. Conducts machine learning and A/B tests with Product, Development, and Research teams. Facilitates stakeholder meetings and design workshops.

### Maker, Viacom Lab, March 2015 - December 2015

Brainstormed, wired, designed, prototyped, and tested ideas in weekly design sprints based off monthly themes. Created Chrome extensions, slack bots, websites, and mobile and wearable apps.

### Fuzz Productions – New York, NY

#### *Senior User Experience Designer, January 2015 - March 2015*

#### *User Experience Designer, March 2014 - January 2015*

Led the expansion of the UX process to include research, prototyping, and testing. Conducted user research and competitive analysis to determine plan and scope. Synthesized data to create personas, scenarios, and flows. Created wireframes, specification documents, and prototypes for mobile apps (iOS and Android) and responsive websites. Conducted usability tests of paper and digital prototypes.

### General Assembly – New York, NY

#### *Designer in Residence, April 2014 - December 2014*

Assisted in teaching two part-time 12-week UX courses. Guided 50 students in learning and executing the principles of a complete UX process. Taught a lesson on content strategy and information architecture.

#### *User Experience Design Immersive Student, December 2013 - February 2014*

Completed four projects during this intensive eight-week UX course. Conducted competitive analysis and user interviews. Created personas, wireframes, and prototypes. Designed interfaces for mobile and web products.

### 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. Created wireframes and high-fidelity mockups for 90-day reporting. Developed and executed email marketing strategy, including A/B testing, for over 45,000 subscribers. Managed 50 NGO partners and \$2M projects.

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

#### *Senior Program Assistant, June 2009 - November 2010*

Designed wireframes and mockups for the website. Led the creative direction for all projects, including a maternal health conference in India. Created and coordinated the distribution of all email campaigns 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.