SUE LEE

Experience Design
& Strategy

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EDUCATION

General Assembly
User Experience Immersive
JavaScript Development
Back End Web Development
Data Science
Visual Design

New York University
Bachelors of Science
Graphic Communications
2006

Semester at Sea
Spring 2005

LANGUAGE

English
Mandarin Chinese

EXPERIENCE

Teachers Pay Teachers – Los Angeles, CA
Lead Product Designer, Easel, December 2021 - Present
Evolving an interactive content editor where teachers build original activities to include auto-grading and reporting. Collaborating with a multi-disciplinary team to develop new features that speeds up teachers' workflows while reducing their workload. Leading design workshops to aid in feature development and release schedules.

Disney Streaming Services – San Francisco, CA
Lead Product Designer, Disney+, September 2021 - November 2021
Senior Product Designer, Disney+ and Star+, June 2019 - September 2021
Designed new feature experiences based on qualitative and quantitative data for Disney+ and Star+ that aid in content discovery across web, mobile, and TV apps. Provided platform knowledge, data analysis, and design guidance to establish a unified experience for each app.

Blue Ridge Labs at Robin Hood Foundation – New York, NY
Design Fellow, June 2018 - October 2018
Led and participated in design sprints to come up with digital product ideas that could help improve the lives of low-income New Yorkers. Created an app that provides situational translations for non-native English speakers.

Viacom – New York, NY
UX Lead, DesignOps, Global Entertainment Group, October 2017 - May 2018
Began the development of a global design system for seven brands by mapping and connecting similar user flows and experiences. Mentored junior designers in leading their own projects and cross-functional team workshops. Managed the day-to-day work of five designers.

Senior UX Designer, Music & Entertainment, January 2016 - September 2017
Produced sketches, wires, and prototypes at different levels of fidelity for web and iOS projects based on qualitative and quantitative research. Conducted machine learning and A/B tests with Product, Development, and Research teams. Facilitated 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 UX Designer, January 2015 - March 2015
UX Designer, March 2014 - January 2015
Led the expansion of the UX process to include research, prototyping, and testing. Created wireframes, specification documents, and prototypes for mobile app and responsive sites.

General Assembly – New York, NY
Designer in Residence, April 2014 - December 2014
Assisted in teaching two part-time 12-week UX courses with 50 students.