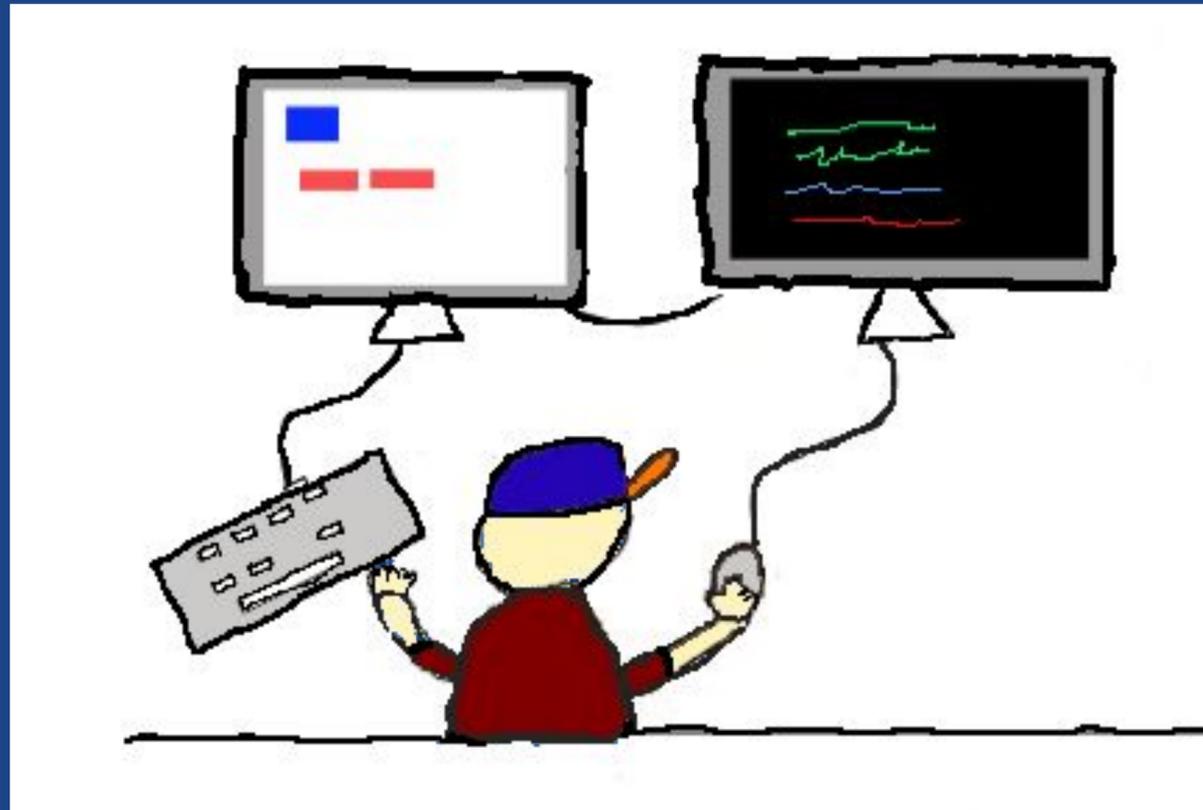# Andrew Lee

UX DESIGNER

A BIT ABOUT ME ...

I'm a UX designer skilled at designing and creating apps that simplify complex business issues.

As a natural problem solver, I look forward to designing solutions that benefit everyone, whether it is a stakeholder, employee or customer.

I pursued UX Design when I learned that the field included many of my passions such as building products, consumer psychology, and making processes more efficient. When I'm not working, you can find me reading about low cost business ideas and SaaS business models.

In my next role I want to collaborate with departments that create apps or web experiences, including designers, developers, marketing people and the highest stakeholders. My ideal role is where I can continue to develop professionally and learn from my contemporaries while allowing me to contribute immediately using my design and marketing experience.

UX SKILLS & SOFTWARE

My UX Skills

Product Strategy

I'm skilled in defining problems, crafting the product vision, prioritizing what features need to be included and working with stakeholders.

Content Strategy

My experience in this area includes information architecture (IA), creating navigation and developing content (web copy, emails, and more)
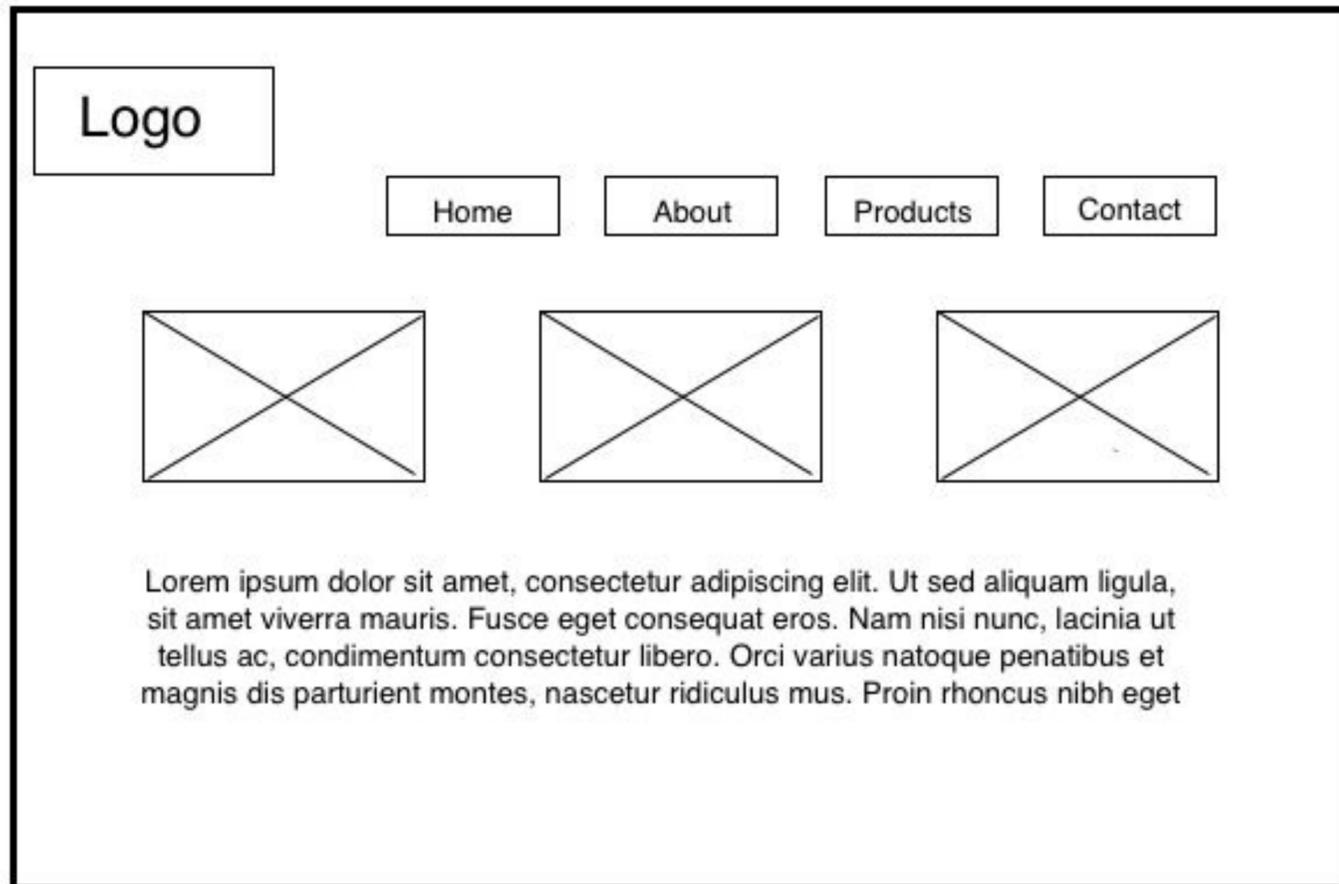
Experience Design

I sketch potential solutions, create user flows, draw wireframes and develop prototypes
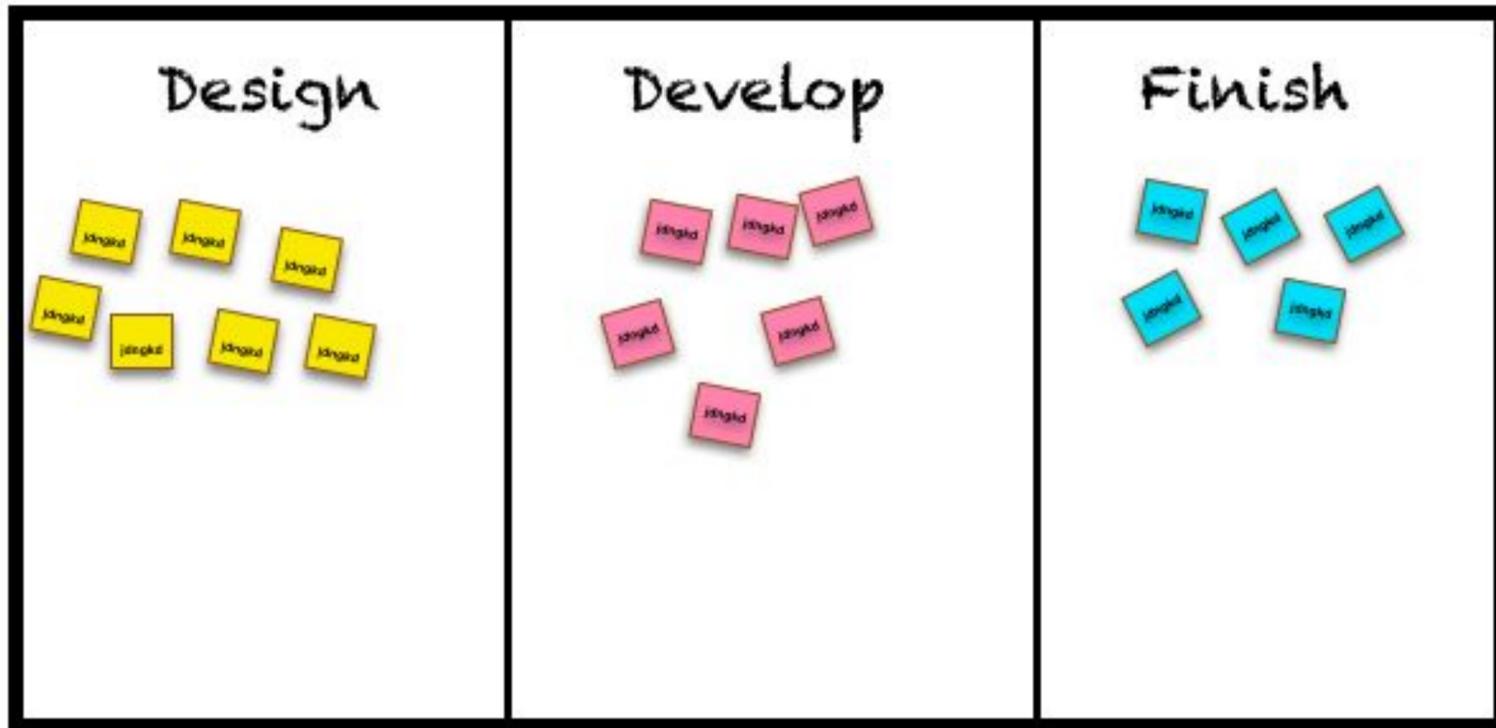
Research

I've conducted user interviews, wrote and analyzed customer surveys, conducted competitor analysis and tracked website analytics

My Software Experience

- Sketch
- Photoshop Elements
- Adobe XD
- Moqups
- MockFlow

MARKETING SKILLS & SOFTWARE

My Marketing Skills

Wordpress Development

My background with Wordpress sites include both on the client side and the agency side using the Waterfall project management process.

I can write code with HTML & CSS, with some knowledge of JavaScript (but I'm a little rusty)

Copywriting / Content Writing

My writing experience includes web page content, blog posts, landing pages and marketing emails.

I've been studying how to write online ads and long-form sales pages.

Email Marketing

Designed templates and wrote cold emails (B2B) to potential customers as well as company newsletters.

I'm in the process of learning how to write and plan email drip campaigns and product launches

SEO

Established the SEO strategy in my previous position which included on-page SEO, keyword research, local SEO, online review management, inserting structured data and image compression.

My Software Skills

- Wordpress
- HTML & CSS
- Google Analytics
- Google Keyword Planner
- Google Adwords

- Screaming Frog
- Constant Contact
- Mailchimp
- Hootsuite
- Insightly CRM / Zoho CRM

Past and Current PROJECTS

Here is a glimpse of some of my projects.

These projects will demonstrate my process and how I can help your team.

Instore POS System
Client: Midtown Lumber

Cutting Calculator
Client: Midtown Lumber

Margin Pool League
Personal Side Project

MIDTOWN LUMBER POS

Instore Point of Sales (POS) System Overview

Midtown Lumber

Situation

Task

Actions

Results

Client was handwriting all their receipts and business activities.

I knew a Point of Sales (POS) system would solve many problems. It would automate their sales process, store customer data, generate reports and track inventory.

I needed to convince the stakeholders how important this project was to grow the business.

Find a system that was easy to use and be cost effective. Negotiate pricing and installation.

Create and implement new sales processes, including: upload all the products and prices, develop clear product descriptions then train employees

I started by figuring out all the constraints and requirements needed, which helped eliminate many POS options.

After a POS was chosen, I created a spreadsheet to upload all the products into the system and then trained employees on how to use it.

First time the business could track sales and create reports immediately

The business has been able to train new employees to run sales for the first time in its history.

Business decisions are now made based on reports generated from the POS. The business has even added 3 more POSes.

Instore POS System

Midtown Lumber

OVERVIEW
Midtown Lumber is a family owned lumber yard in New York City. The company has been run the same way over 50+ years, by writing receipts and manually calculating prices.

PROBLEM
During this time, the company operated by pen and paper by handwriting receipts, ledgers and all business activities.

KEY PROJECT GOAL
The goal of this project was to implement a Point of Sales (POS) system that would allow the business to process sales, save customer data, create reports and would be easy to train new employees.

PLATFORMS / DEVICES

DESKTOP/HARDWARE

Handwritten Receipt

No more using these

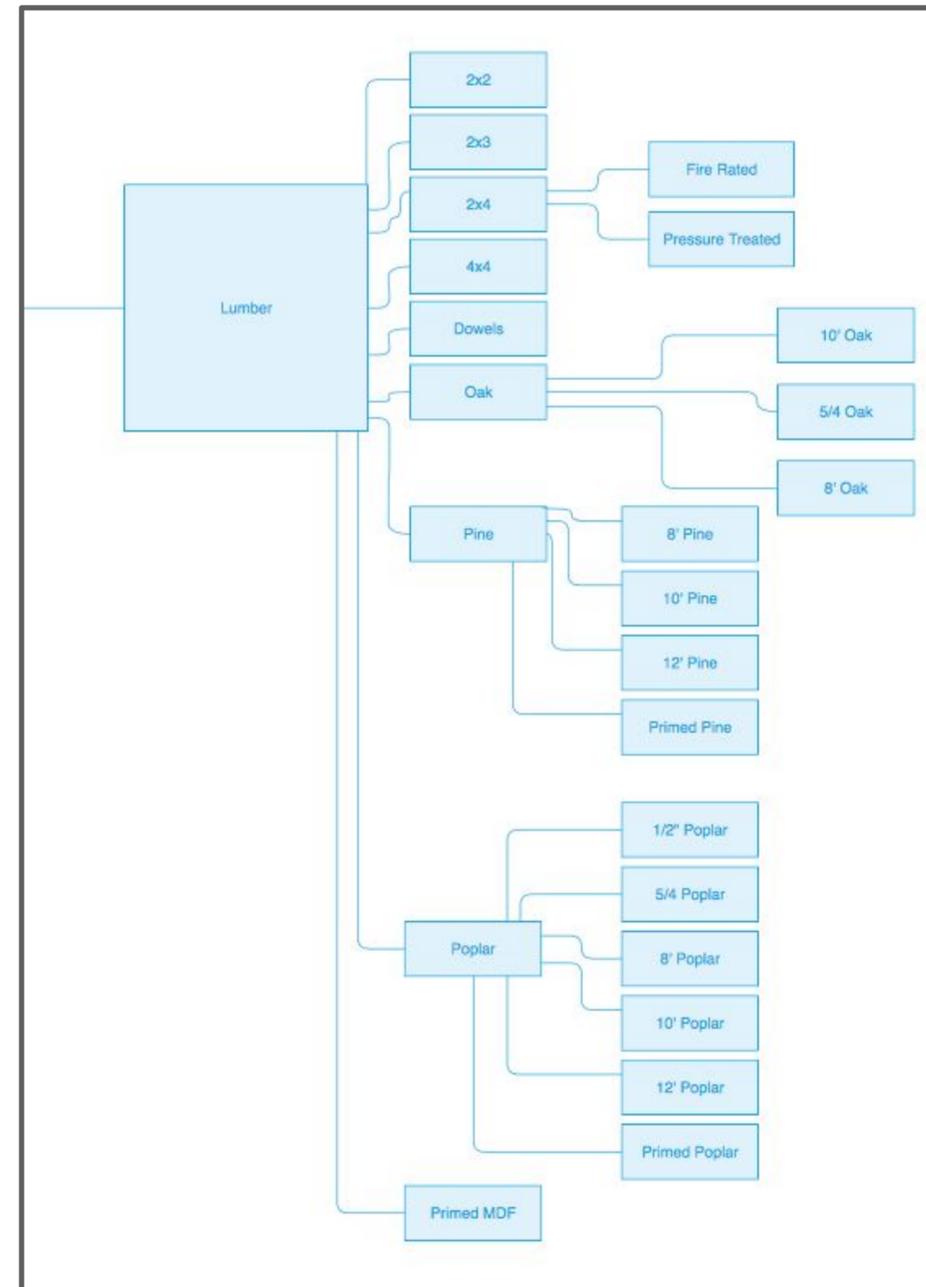**Price List (was in a binder)**

Instore POS System

MY RESPONSIBILITIES

- Researching and finding available options that would meet all the project criteria
- Creating the information architecture (IA) for 1000+ retail products
- Develop a system for naming products to make them easy to search for
- Upload all products into POS
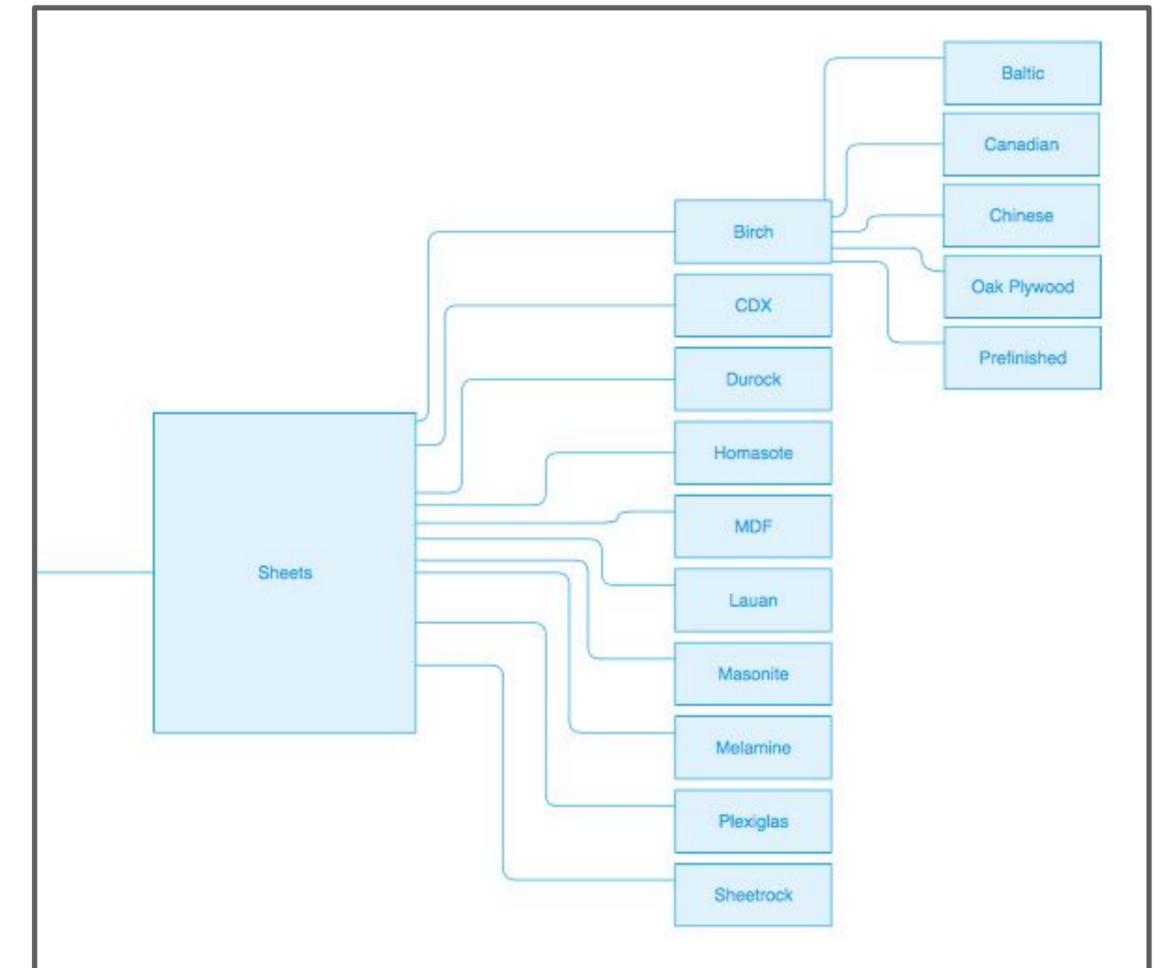- Work with stakeholders to determine what features would be needed

SCOPE & CONSTRAINTS

- Needed to have the ability to type in custom orders and manually input a sales price
- The system had to be easy to use for non-technical stakeholders
- Had to be able to train new employees quickly

Information Architecture - Lumber Category

Information Architecture - Sheets Category

Instore POS System
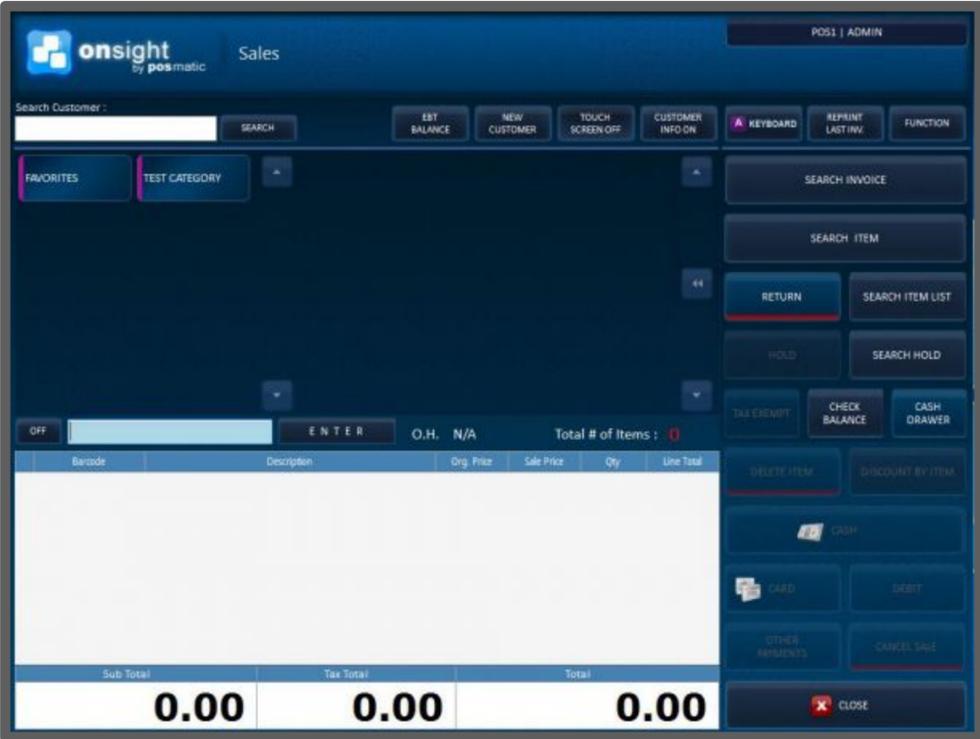
Midtown Lumber

PROCESS

I started researching the different systems in the market. Since there were a lot of options, I started eliminating the POSes that did not meet our constraints. After going through this process for a few weeks, I wittiled my choices down to two companies.

After interviewing the two companies I chose a local one called POSMatic in case the business needed technical support, a representative could come and help the issue. .

Home Screen

Sales Screen

"Sped up interactions with sales by simplifying the selling of products. Brought company into the 21st Century"

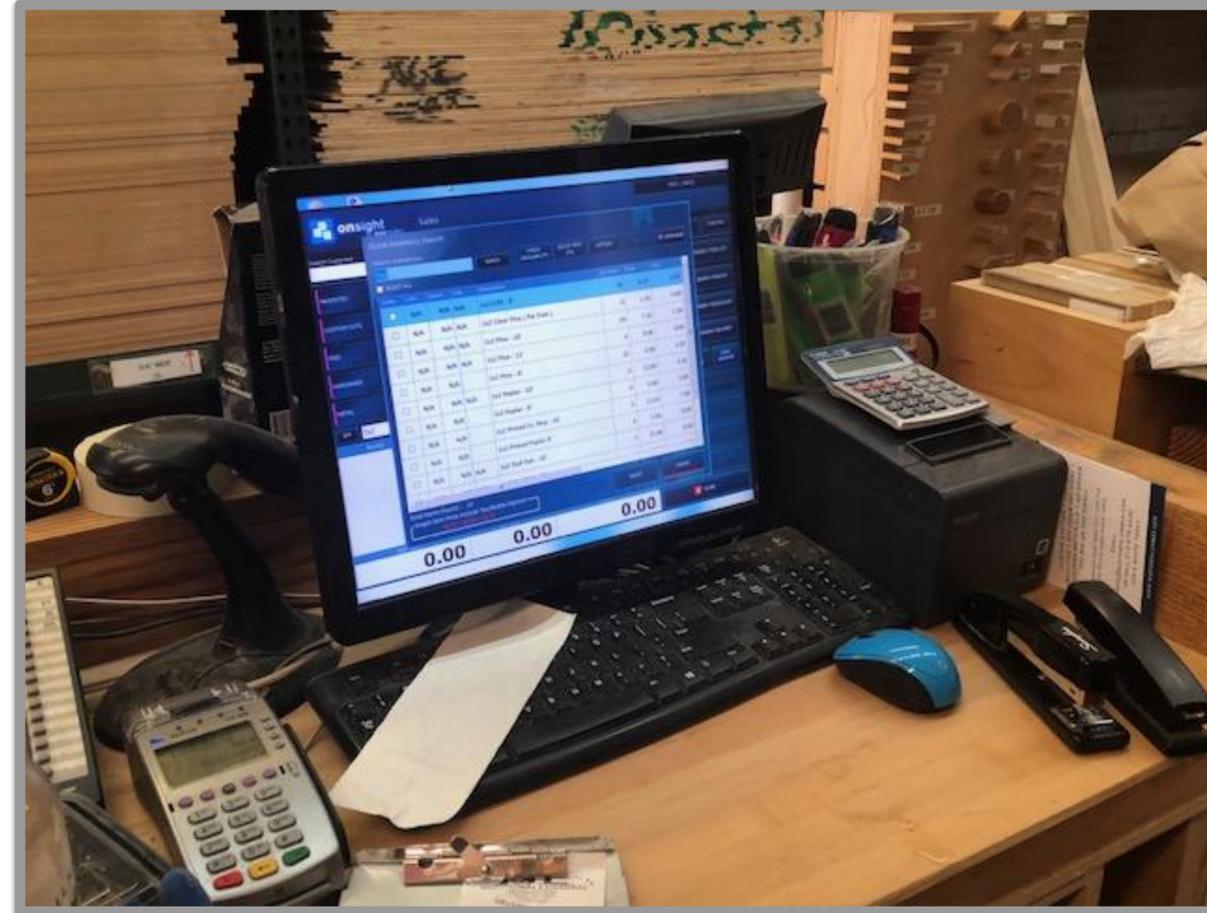*Dave L., Current Manager of Midtown Lumber*

Instore POS System

Midtown Lumber

OUTCOME

- Business was able to grow by hiring new salespeople for the first time in it's 50+ year history

- All business decisions are now based on data, including the ordering of new materials/products, budgeting decisions and others.

- Transactions are almost automatic, which allows salespeople to spend more time with the customer or working on other parts of the business, instead of calculating the entire order, figuring out sales tax, etc.

- Customer satisfaction improved as it was easier to give a quote as well as other areas such as professional receipts and the ability to email receipts

POS instore

Receipt

"The POS was priceless. It benefited the business and customers. Now we have customer pricing and sales history"

Mike K., Previous Owner of Midtown Lumber

MIDTOWN LUMBER CUTTING CALCULATOR

Cutting Calculator Overview
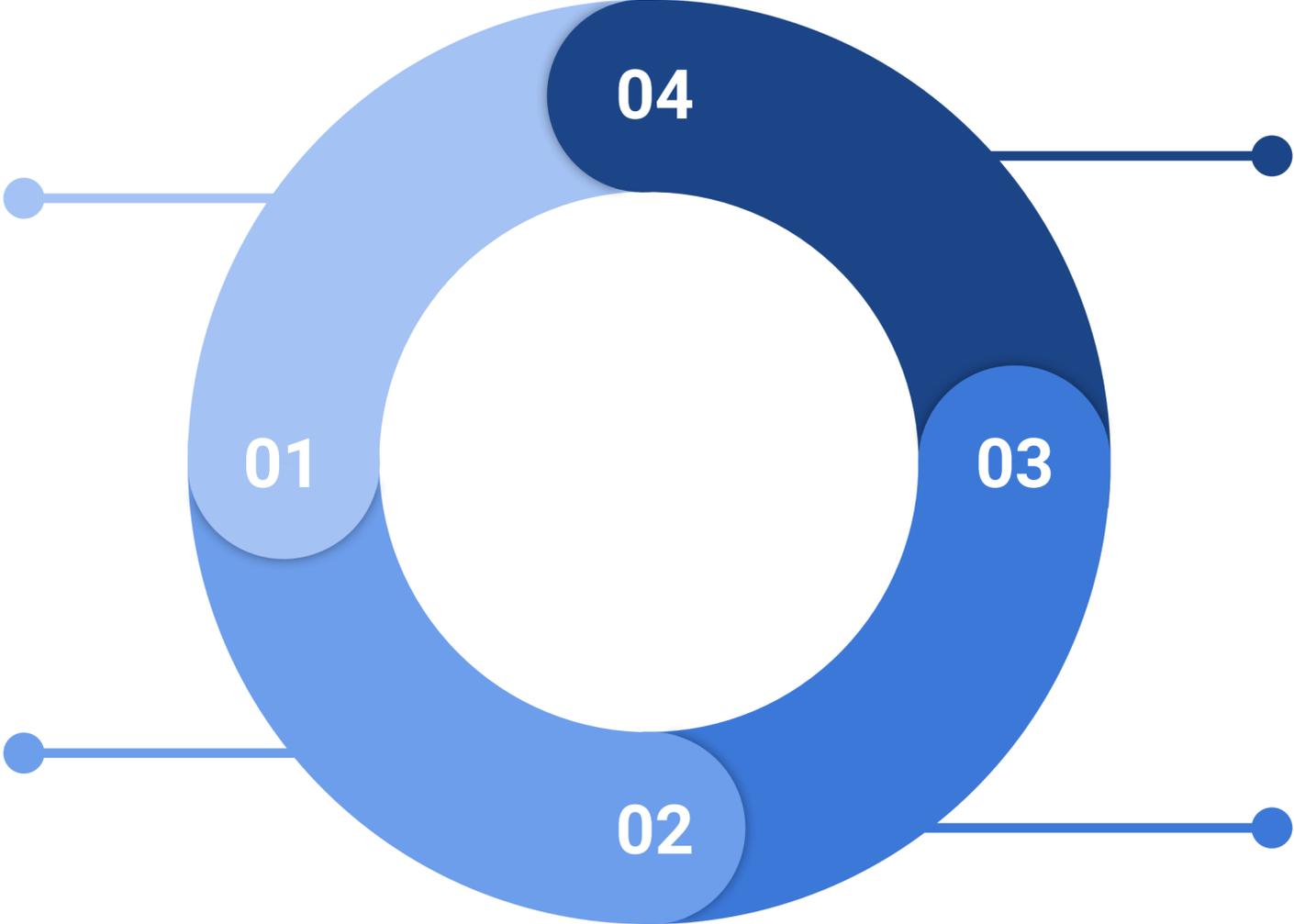
Midtown Lumber

Situation

Midtown Lumber's specialty as a business was cutting custom size wood orders. The process for creating the quotes was slow and inconsistent.

I wanted to create a systemized way to charge the customer appropriately while developing consistency in pricing.

Task

My task was to create a way that any salesperson could create a quote and the pricing would be the same every time.

I would work with the stakeholders to determine what prices were fair for both the business and the customer, no matter how large or small the custom cut piece.

Results

The result was a Google Sheet Calculator where the salesperson picks a material, types in the two dimensions and the calculator spits out a price.

This calculator has brought consistency to pricing custom cut orders and has given the business the ability to hire new salespeople and grow.

Actions

I ended up going through old custom cut orders and looked for patterns in pricing the custom orders.

From there, I worked with stakeholders to develop logical ranges in prices.

04

01

03

02

CUTTING CALCULATOR

Midtown Lumber

OVERVIEW

Midtown Lumber is a family owned lumber yard in New York City. The company has operated for over 50+ years, specializing in cutting wood to custom, exact sizes.

PROBLEM

The problem was that only the stakeholders could create quotes on custom cutting orders. This process took a long time and the prices were inconsistent.

I wanted to create a way to allow any salesperson to create a quote easily.

KEY PROJECT GOAL

The goal of this project was to create a process where quotes on custom cutting orders were done in a fast, easy and consistent way. The process needed to be simple enough to train any new salesperson how to use it quickly.

PLATFORMS / DEVICES

Google Sheet Document

Original Pricing Table I Created

12" x _____

Square Foot Price Type of Material	$0.75 1/8" Masonite 1/8" Hardboard	$0.80 1/8" Lauan	$1.00 5.2 Lauan 1/4" Lauan	$1.25 1/4" MDF	$1.50 1/2" UL MDF 1/2" Homasote	$2.25 1/2" Birch Plywood	$3.00 1/2" Canadian	$3.00 3/4" Birch Plywood	$3.50 3/4" Canadian Maple Ply	$2.00 3/4" UL MDF	$4.00 1" Birch Plywood 3/4" Baltic Birch 3/4" Prefinished Fir	$3.00 1" UL MDF
UP TO:												
12" x 12"	$2.50	$2.80	$3.00	$3.25	$3.50	$4.00	$4.50	$4.50	$5.00	$4.00	$6.00	$4.50
12" x 24"	$3.50	$3.80	$4.00	$4.50	$5.00	$5.50	$7.50	$7.50	$9.00	$6.00	$14.00	$7.50
12" x 36"	$5.00	$5.00	$6.00	$6.50	$7.50	$10.00	$14.00	$14.00	$16.00	$10.00	$18.00	$14.00
12" x 48"	$5.00	$5.00	$6.00	$6.50	$7.50	$10.00	$14.00	$14.00	$16.00	$10.00	$18.00	$14.00
12" x 60"	$6.50	$6.50	$8.50	$9.00	$12.00	$18.00	$24.00	$24.00	$28.00	$16.00	$30.00	$24.00
12" x 72"	$6.50	$6.50	$8.50	$9.00	$12.00	$18.00	$24.00	$24.00	$28.00	$16.00	$30.00	$24.00
12" x 84"	$6.50	$6.50	$8.50	$9.00	$12.00	$18.00	$24.00	$24.00	$28.00	$16.00	$32.00	$24.00
12" x 96"	$6.50	$6.50	$8.50	$9.00	$12.00	$18.00	$24.00	$24.00	$28.00	$16.00	$32.00	$24.00

24" x _____

Square Foot Price Type of Material	$0.75 1/8" Masonite 1/8" Hardboard	$0.80 1/8" Lauan	$1.00 5.2 Lauan 1/4" Lauan	$1.25 1/4" MDF	$1.50 1/2" UL MDF 1/2" Homasote	$2.25 1/2" Birch Plywood	$3.00 1/2" Canadian	$3.00 3/4" Birch Plywood	$3.50 3/4" Canadian Maple Ply	$2.00 3/4" UL MDF	$4.00 1" Birch Plywood 3/4" Baltic Birch 3/4" Prefinished Fir	$3.00 1" UL MDF
UP TO:												
24" x 24"	$4.00	$6.50	$7.00	$8.00	$9.00	$10.00	$12.00	$14.00	$16.00	$10.00	$18.00	$14.00
24" x 36"	$6.00	$8.40	$10.00	$12.00	$14.00	$18.00	$24.00	$24.00	$26.00	$18.00	$32.00	$24.00
24" x 48"	$6.00	$8.40	$10.00	$12.00	$14.00	$18.00	$24.00	$24.00	$26.00	$18.00	$32.00	$24.00
24" x 60"	$8.98	$9.98	$12.48	$12.48	$19.98	$29.98	$39.98	$39.98	$44.98	$24.98	$54.98	$39.98
24" x 72"	$8.98	$11.98	$14.98	$14.50	$21.98	$31.98	$42.98	$42.98	$46.98	$26.98		$41.98
24" x 84"	$8.98	$11.98	$14.98	$14.50	$21.98	$31.98	$42.98	$42.98	$46.98	$26.98		$41.98
24" x 96"	$8.98	$11.98	$14.98	$14.50	$23.98	$34.98	$44.98	$45.98	$54.98	$29.98		$45.98

Cutting Calculator

Midtown Lumber

MY RESPONSIBILITIES

- My role was to develop a process, tool and logic to consistently develop quotes for custom cut wood projects.
- Create logical ranges in price based on the square foot (ft^2) of the custom piece
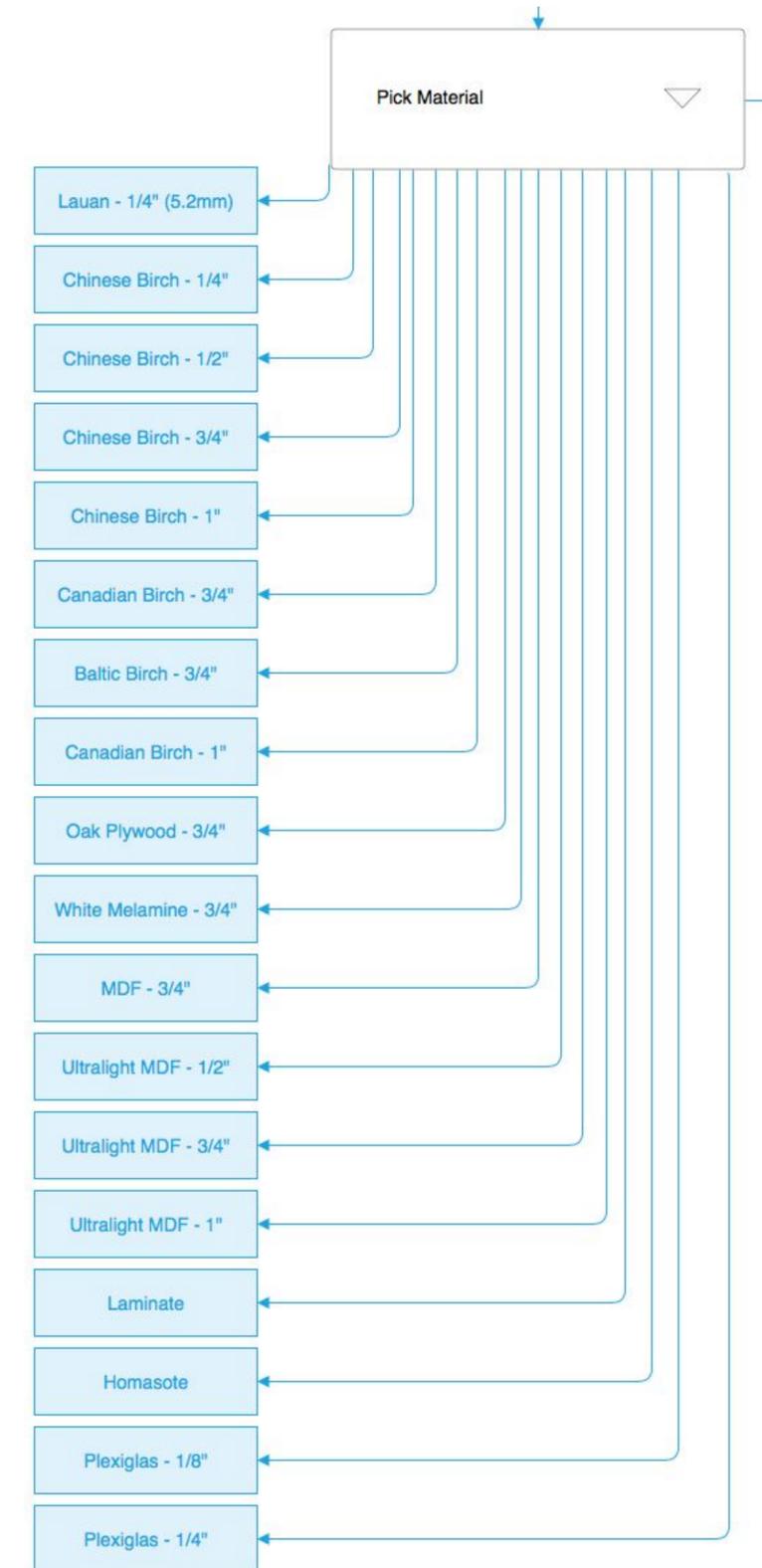
SCOPE & CONSTRAINTS

There was no money invested in the project. I had to come up with a way to develop this logic and system in a way that would be easy for employees to use without costing the business money.

"Cutting Calculator gave the ability to hire people and give consistent prices instead of making them up"

Zach C., Current Owner of Midtown Lumber

The salesperson starts the order by picking the material using a dropdown menu
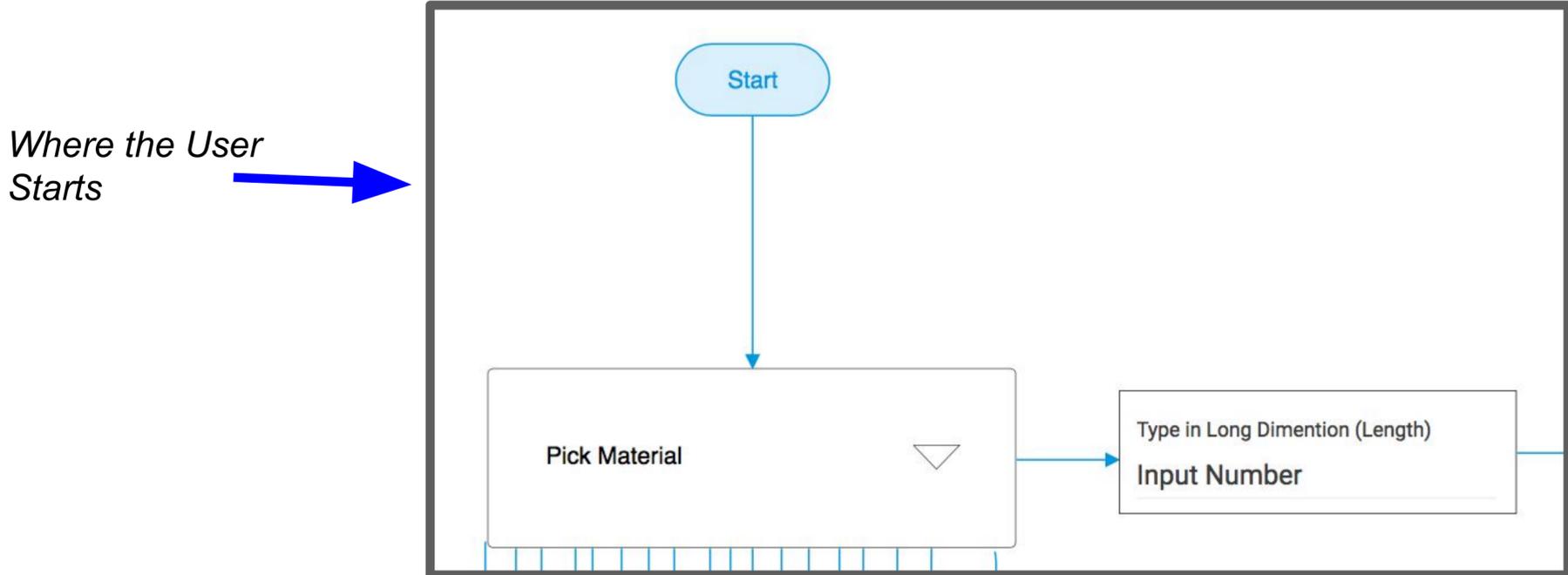

Pick a material options

Cutting Calculator
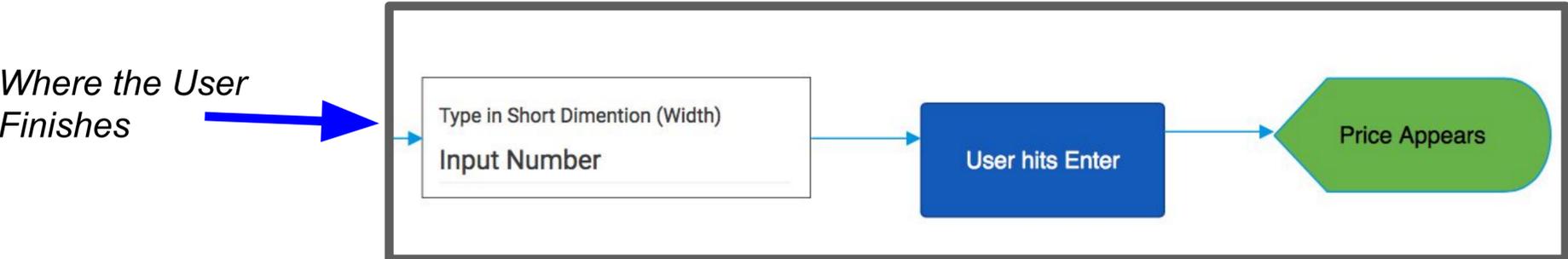
Midtown Lumber

PROCESS

I looked through previous orders to find a theme in the pricing structure. I then worked with the owner to develop different ranges of pricing the custom pieces by using ranges of ft^2.

The stakeholders added value in helping me come up with logical ranges for pricing. This is where their years of lumber cutting experience really helped me create this project. They also helped me figure out the actual prices for each range based of ft^2.

User Flow #1

Where the User Starts

User Flow #2

Where the User Finishes

"Brilliant. More difficult than the POS project. It legitimized cutting prices and is still adjustable as needed"

Mike K., Former Owner of Midtown Lumber

Cutting Calculator

Midtown Lumber

OUTCOME

- The business has grown to have new employees that can make sales on custom cutting orders, allowing higher stakeholders to do different activities to continue to grow the business, like making more sales
- Order times were cut significantly, from minutes to seconds
- Customer's received standard pricing for their orders for the first time. If they wanted the same sized custom order a week later from a different salesman, they received the same price

Dropdown Menu

Material	Price/ft2
Oak Plywood - 3/4"	$4.50

Long Dimension	Short Dimension
96	23

Types in Dimension

$69.00

"The Cutting Calculator made the business more like 7-11, streamlined and consistent processes."

Dave L., Current Manager at Midtown Lumber

Andrew Lee 18

Cutting Calculator

Midtown Lumber

NEXT STEPS

The next steps for this project are to make the calculator into a web and mobile application.

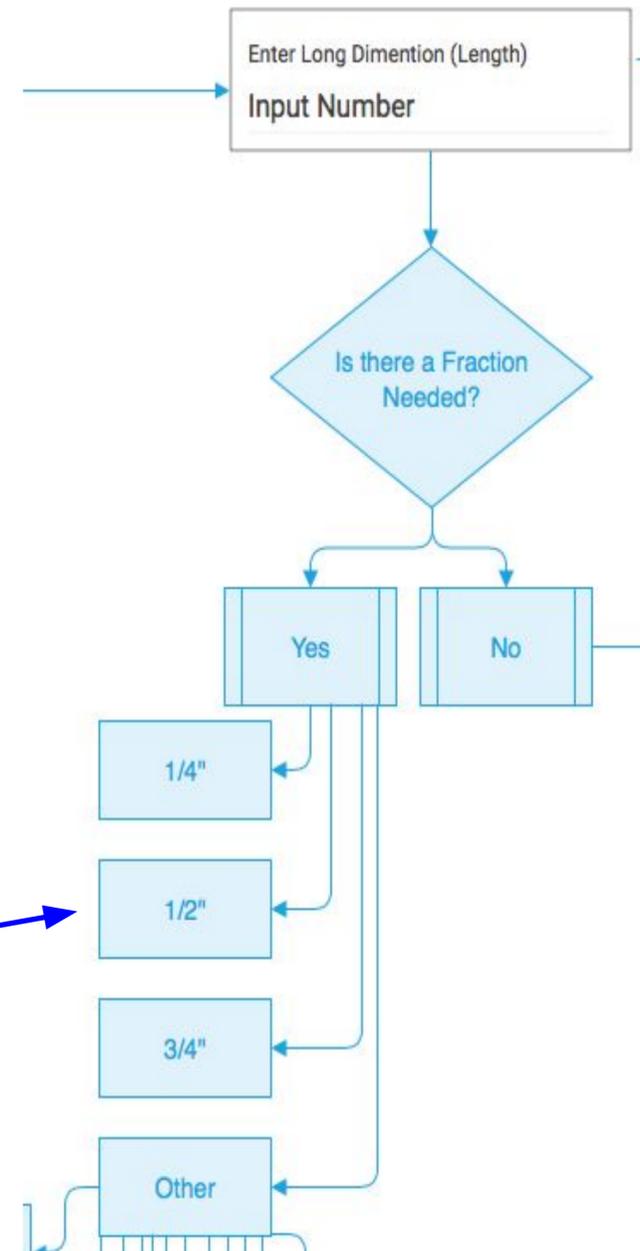I already started creating some wireframes and user flows that show how the final design will work

This is the user flow for the web app that I am designing. This is the second step of the process.

In the current version, the salespeople have to type in fractions as decimals (example: ½" have to be typed in as .5)

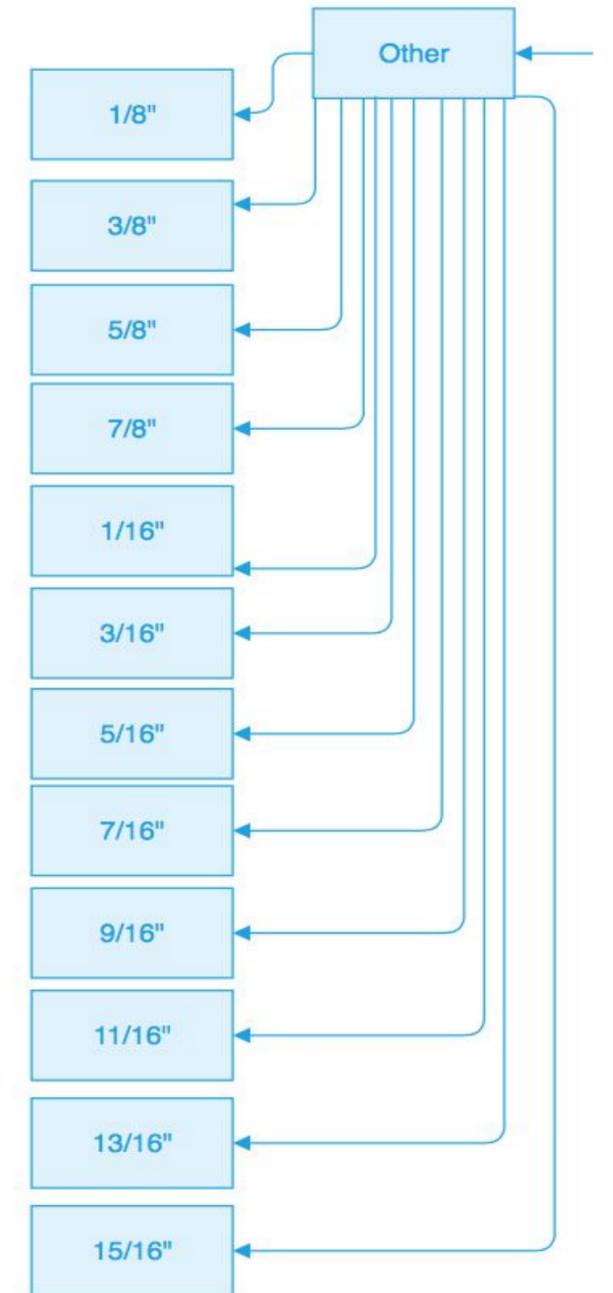The new app would allow the salesperson to click the fraction to select it.

After the salesperson selects a material, they type in the long dimension of the piece. The maximum number is 96". If there is a fraction, the salesperson clicks the fraction
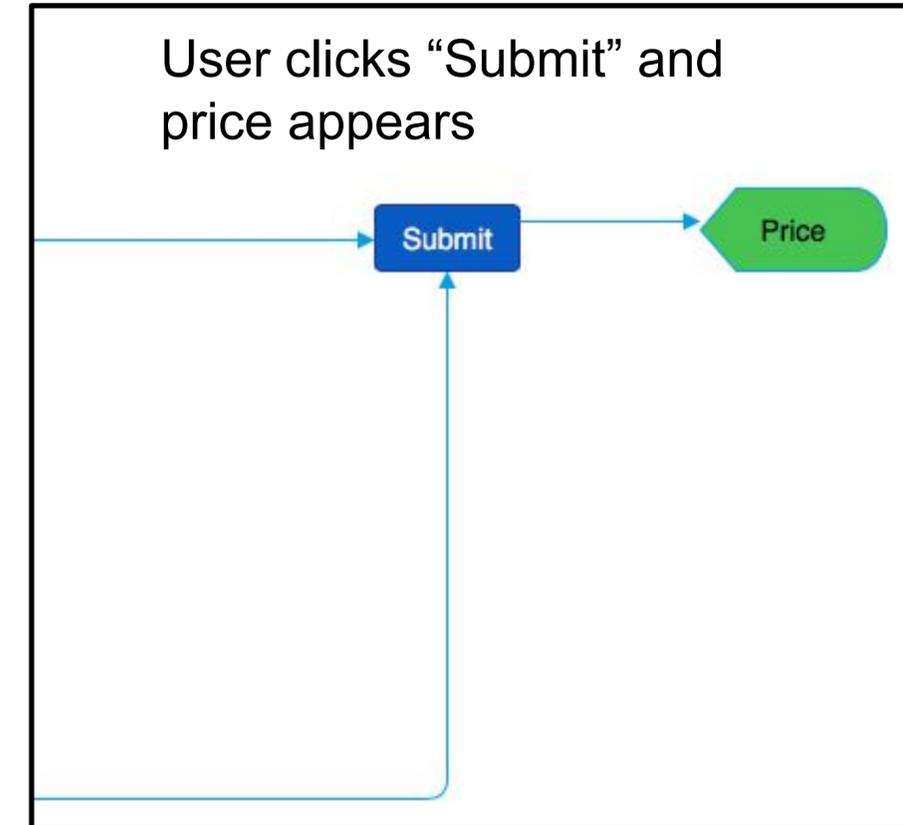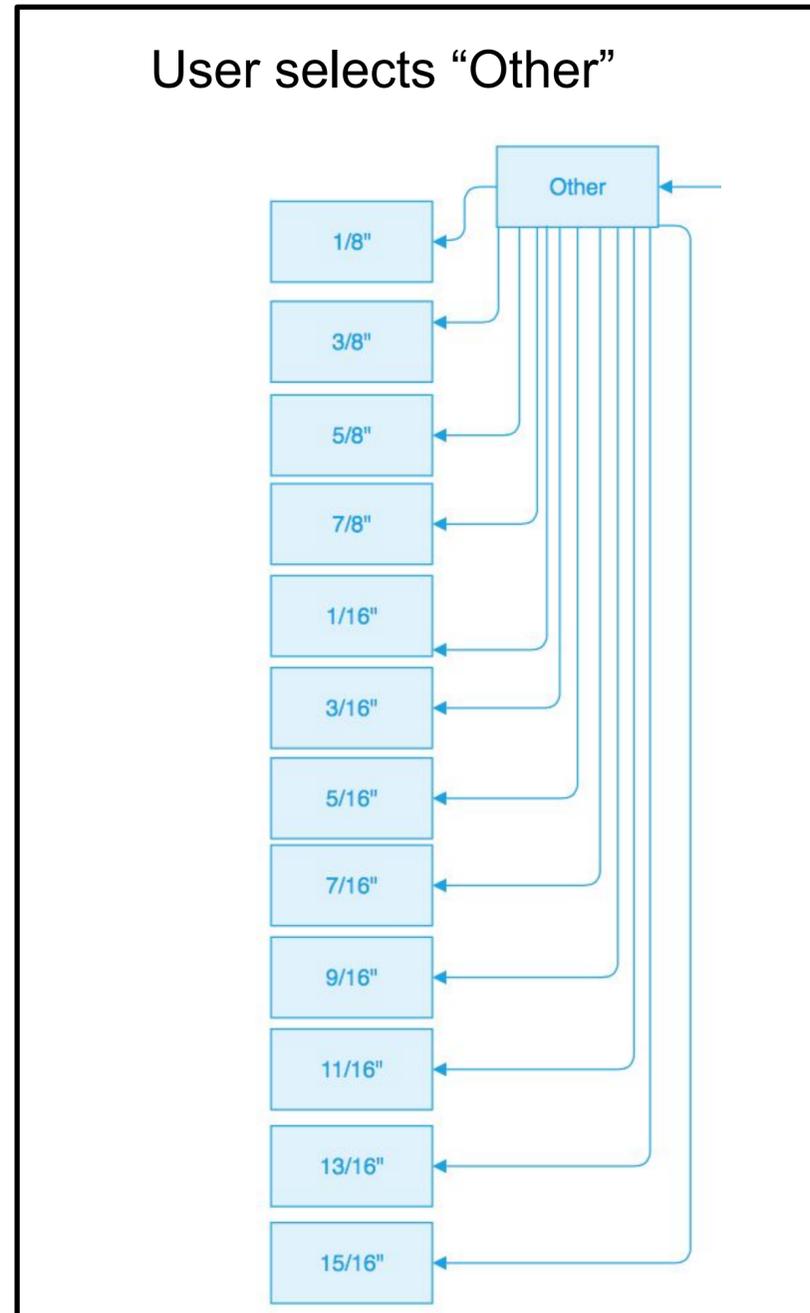
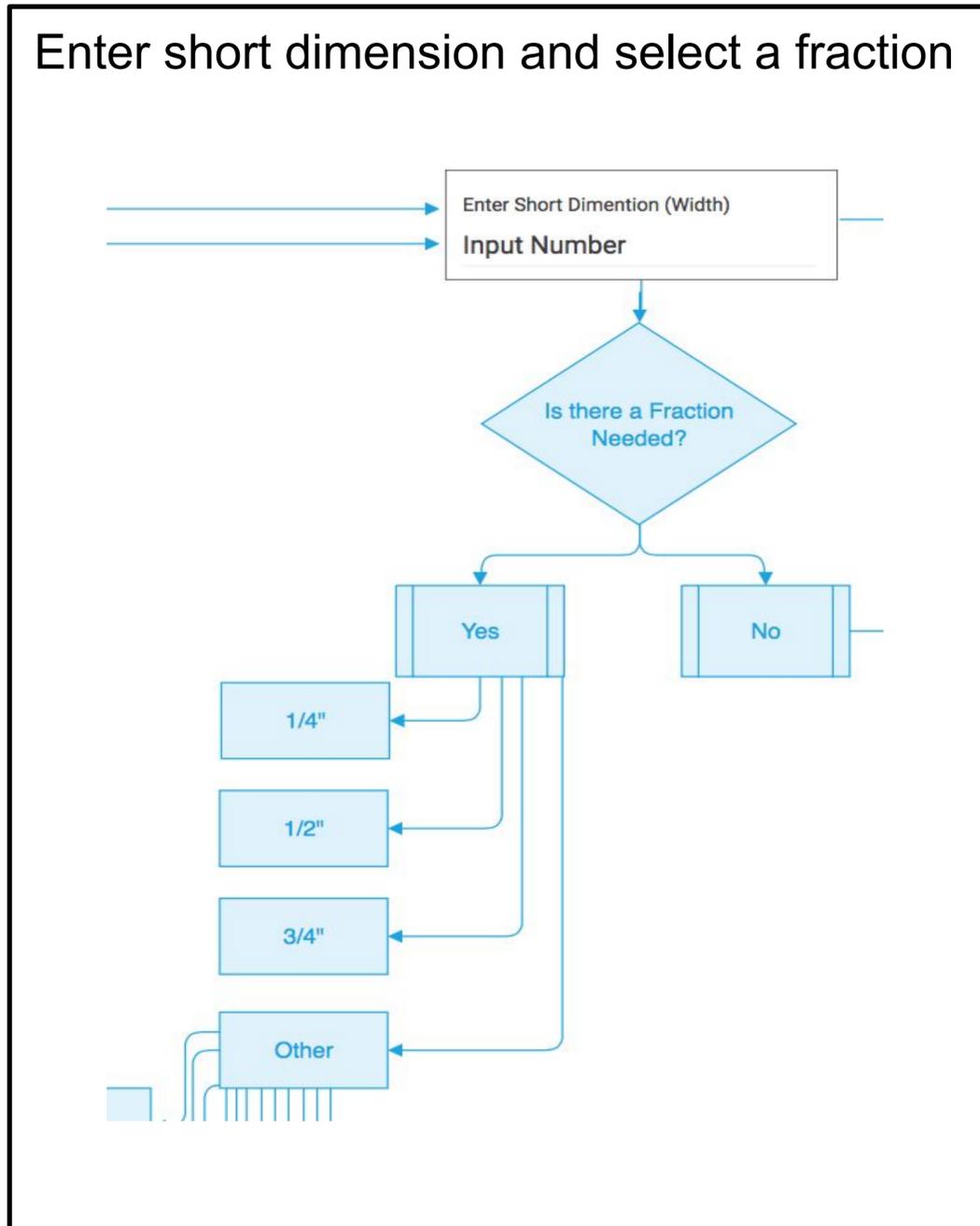### Enter a long dimension and select a fraction

If the fraction is not ¼", ½" or ¾", the salesperson then selects "Other" and a popup of the other fractions appears

User selects "Other"

After the salesperson enters the long dimension, they type in the short dimension of the piece. The maximum number is 48". If there is a fraction, the salesperson then clicks the fraction.

If the fraction is not ¼", ½" or ¾", the salesperson selects "Other" and a popup of the other fractions appears

Enter short dimension and select a fraction

User selects "Other"

User clicks "Submit" and price appears

Cuttin Calculator Wireframe

Midtown Lumber

This is the initial wireframe
I designed using Moqups

Midtown Lumber Mart

← → ↻   http://midtownlumber.com/cutting-calculator

Midtown Lumber Calculators

| Home | Cutting Calculator | Services Pricing Calcualtors | Conversi |

Cutting Calculator

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec

Pick Material: Enter Dimensions:

Material ▼   12 ▼   x   12 ▼   Submit

Price: $23.17

<---Back

Cutting Calculator Prototypes

Midtown Lumber

Click the images to check out the prototypes in action!

I have created prototypes for both a desktop and mobile version of the Cutting Calculator.

Desktop Version

Mobile Version

MARGIN POOL LEAGUE

Margin Pool League

OVERVIEW

Since 2014, I have ran a fantasy football like pool where members pick a football team each week and the point differential in the game result is their score for the week, with the winner having the most points by the end of the season.

PROBLEM

The problem is that I currently run this league through a spreadsheet. I want to create a web app that allows league members to pick a team each week and have teams they already selected unavailable. I also want to have a standings section so people could see how many points they have compared to other members and to see who is leading.

KEY PROJECT GOAL

To create a web app that allows people to start a league, pick a team each week, and see everyone's results.

Eventually, there will be a mobile version of the app.

No more using this

4		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
5	**A. Lee**							
6	Team Picked	Panthers	Ravens	Broncos	Seahawks	Steelers	Falcons	Titans
7	Points	20	14	-10	28	-21	-3	3
8	**S. Lee**							
9	Team Picked	Steelers	Raiders	Patriots	Giants	Texans	Jaguars	Vikings
10	Points	3	25	3	-2	-8	-10	8
11	**T. Lee**							
12	Team Picked	Steelers	Seahawks	Patriots	Chiefs	Giants	Texans	Titans
13	Points	3	3	3	9	-5	16	3
14	**J. Giambusso**							
15	Team Picked	Steelers	Seahawks	Packers	Falcons	Jets	Redskins	Titans
16	Points	3	3	3	-6	3	2	3
17	**S. Goldenshtein**							
18	Team Picked	Bills	Raiders	Patriots	Seahawks	Steelers	Falcons	Cowboys
19	Points	9	25	3	28	-21	-3	30
20	**S. Nisotel**							
21	Team Picked	Steelers	Cardinals	Dolphins	Falcons	Raiders	Redskins	Vikings
22	Points	3	3	-13	-6	-13	2	8

Margin Pool League

WHERE I AM IN THE PROJECT

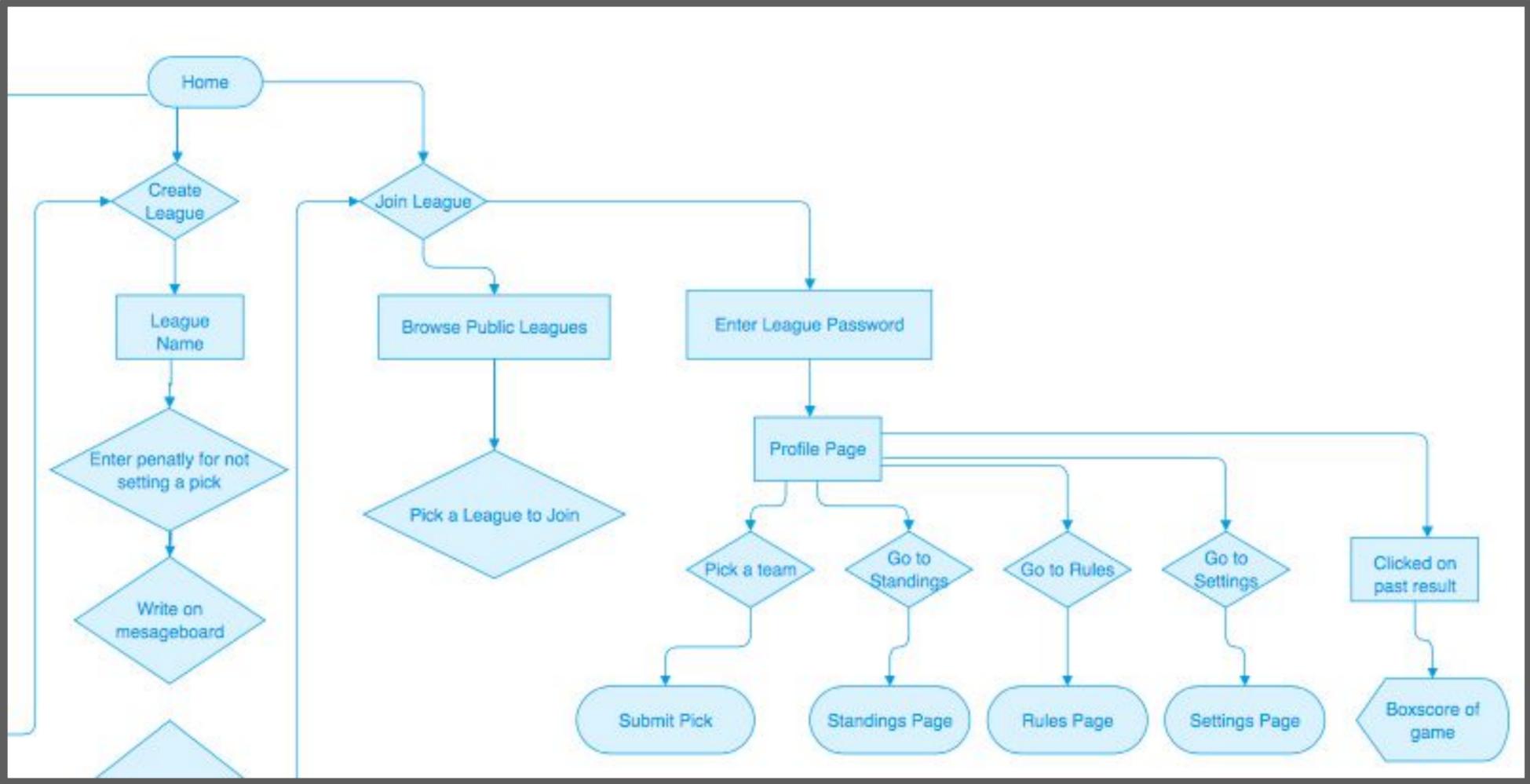I continue to run this league through a spreadsheet, emailing and texts.

I am in the middle of doing user interviews with current league members to learn what functionality they would like to see if this project becomes a web app.

ASSETS CREATED

I have made user flows and wireframes.

There is also a Balsamiq prototype that you'll see over the next few slides

User flow for picking a team and going through the app

Margin Pool

Wireframes

Wireframes of the Profile Page and Selecting a team

Profile Page

User Selecting a team

Margin Pool

Standings Page (before sorting)

MP League

Profile Standings Rules

A. Lee
My Total: 31

Standings

Name	Total ↑	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
M. Julian	50	PIT 3	OAK 25	KC 14	ARI 3	NE 5	HOU
N. Richards	44	BUF 9	OAK 25	NE 3	SEA 28	PIT -21	HOU
S. Goldenshtein	44	BUF 9	OAK 25	NE 3	SEA 28	PIT -21	ATL
J. Tomassi	38	PIT 3	OAK 25	MIA -13	SEA 28	NYG -5	NO
J. Rosenthal	34	DEN 3	OAK 25	MIA -13	SEA 28	NYG -5	ATL
J. O'Connor	33	BUF 9	OAK 25	PIT -6	TB 2	NYJ 3	ATL
A. Lee	31	CAR 20	BAL 14	DEN -10	SEA 28	PIT -21	ATL
T. O'Connor	25	BUF 9	OAK 25	PIT -6	ATL -6	NYJ 3	HOU
S. Lee	21	PIT 3	OAK 25	NE 3	NYG -2	HOU -8	JAX
J. Giambusso	13	PIT 3	SEA 3	GB 3	ATL -6	NYJ 3	WAS
T. Lee	13	PIT 3	SEA 3	NE 3	KC 9	NYG -5	HOU
T.J. O'Connor	-12	ATL 6	ARI 3	GB 3	NE -3	PIT -21	HOU
S. Nisotel	-26	PIT 3	ARI 3	MIA -13	ATL -6	OAK -13	WAS

Standings Page (after sorting)

MP League

Profile Standings Rules

A. Lee
My Total: 31

Standings

Name	Total ↑	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
M. Julian	50	PIT 3	OAK 25	KC 14	ARI 3	NE 5	HOU
N. Richards	44	BUF 9	OAK 25	NE 3	SEA 28	PIT -21	HOU
S. Goldenshtein	44	BUF 9	OAK 25	NE 3	SEA 28	PIT -21	ATL
J. Tomassi	38	PIT 3	OAK 25	MIA -13	SEA 28	NYG -5	NO
J. Rosenthal	34	DEN 3	OAK 25	MIA -13	SEA 28	NYG -5	ATL
J. O'Connor	33	BUF 9	OAK 25	PIT -6	TB 2	NYJ 3	ATL
A. Lee	31	CAR 20	BAL 14	DEN -10	SEA 28	PIT -21	ATL
T. O'Connor	25	BUF 9	OAK 25	PIT -6	ATL -6	NYJ 3	HOU
S. Lee	21	PIT 3	OAK 25	NE 3	NYG -2	HOU -8	JAX
J. Giambusso	13	PIT 3	SEA 3	GB 3	ATL -6	NYJ 3	WAS
T. Lee	13	PIT 3	SEA 3	NE 3	KC 9	NYG -5	HOU
T.J. O'Connor	-12	ATL 6	ARI 3	GB 3	NE -3	PIT -21	HOU
S. Nisotel	-26	PIT 3	ARI 3	MIA -13	ATL -6	OAK -13	WAS

Projects I am working on...

Freelancer Proposal Software

I started to design a new software solution for freelance writers that makes it easier to create proposals, track progress and package different services together.

The goal is to develop the desktop version first, then mobile.

I am in the user research phase of this project and have made a survey for freelancers to fill out.

Order Forms for Midtown Lumber

At Midtown Lumber, I created many forms that helped salespeople process orders quicker. Some of these forms include Door Order Forms and Credit Card Forms.

These forms are PDFs that made it easier for the salespeople and customs to either fill out online or print.

I am working on designing them into web forms.

midtownlumber.com
info@midtownlumber.com

Door Order Form

Please fill out this form to order doors from Midtown Lumber Mart. If you have any questions, feel free to reach out to us.

Name: _____   **Email:** _____   **Phone:** _____

Manufacturer/Style Number (If Applicable): _____

1.) Fill in the size of the door you are looking for: _____
Specify the height and width of the door
For example, 30" x 80"

2.) Select the thickness of the door: ☐ 1 ⅜"   ☐ 1 ¾"   ☐ 2 ¼"
1 ⅜" is most commonly used with Interior Doors
1 ¾" is most commonly used with Exterior Doors

3.) Select how you want to finish the door: ☐ Stain   ☐ Paint
If you will be painting the door, the material will be primed MDF
If you will be staining the door, select the veneer: ☐ Birch   ☐ Oak   ☐ Maple

4.) Select the type of door you are looking for: ☐ Hollow   ☐ Solid

If Solid, choose the next option: ☐ Particle   ☐ Stave
Particle is standard
Stave is used with Pivot Hinges

EDUCATION AND CERTIFICATIONS

Education: Quinnipiac University 2010
B.A. Public Relations
Minor: Marketing

Content Marketing Certification

COURSE - HUBSPOT

Email Marketing Certification

COURSE - HUBSPOT

NYU SCPS Coursework, Certification in Digital Marketing

Writing Across Media

E-Commerce: Managing, Building, and Developing Digital Sales Environments

SEM/SEO Marketing

Digital Analytics

Digital Strategies for Marketing

CONTACT INFORMATION

THANKS!

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MY ONLINE PRESENCE

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