

# AUDREY C. LEUNG

## DATA-DRIVEN USER EXPERIENCE

San Francisco, CA  
408 832 0341  
audalogy@gmail.com  
<http://www.audreyl.me>

## SKILLS

### Research Methods

Interviews  
A/B Testing  
Survey Design  
Usability Testing  
Contextual Inquiry  
Cognitive Walkthrough

### Design

Personas  
Prototyping  
Data Visualization  
Wireframing / Mockups

### Tools/Applications

Python  
RStudio  
Tableau  
d3.js (in progress)  
HTML/CSS; jQuery; Bootstrap  
Balsamiq; Sketch; Justinmind  
Adobe Photoshop/Illustrator

### Languages

Mandarin Chinese (fluent)  
Spanish (conversational)  
Cantonese Chinese (conversational)

## AWARDS & HONORS

### Haas School of Business

>play Hackathon  
1<sup>st</sup> Place Oct 2014

### Wells Fargo

Financial Health Protothon  
Runner-Up Oct 2014

### AlixPartners

Achievement in Excellence 2012

### Ernst & Young

Bravo! Award 2011

## EDUCATION

### M.S. Information Management and Systems | 2014 – 2016 | GPA 3.82

University of California, Berkeley School of Information  
Coursework in: UX Research, Cross-Cultural User Experience, Entrepreneurship

### B.A. Psychology, B.S. Business Admin | 2005 – 2008 | Major GPA 3.79

University of California, Berkeley, Haas School of Business

### Certificate in Business Chinese | Spring 2009

University of International Business and Economics, Beijing, China

## PROJECTS & EXPERIENCE

### Pronto | User Experience Design | Oct 2014 (*Sketch, Justinmind*)

- Mocked up mobile interface enabling small business owners to offer time-sensitive deals on excess inventory; awarded 1<sup>st</sup> place and audience award

### Mapster | Web Prototyping | Oct – Dec 2014 (*Leaflet, HTML/CSS, jQuery*)

- Designed and developed a running maps mashup website on which Leaflet maps were annotated with information stored in a MongoDB database
- Coded website front-end and coordinated with team members on back-end

### SuiteSplit | Co-Founder | Jun – Jul 2013 (*A/B Testing, social media*)

- Conducted needs assessment by surveying 200 potential customers and conducting A/B testing of landing pages
- Marketed landing page through social media, and online forums; attracted 500 visitors with 45% conversion rate

### Stanford Venture Lab Technology Entrepreneurship | Team Lead | Fall 2012

- Led team of software engineers in a lean startup for introducing friends of friends; within eight weeks, received over 100 customer sign-ups
- Created a business model canvas, estimated market size, conducted customer interviews and surveys, created a prototype and functional website

## EMPLOYMENT

### Graduate Student Instructor

Haas School of Business | Berkeley, CA | Aug 2014 – Dec 2014

- Managed team exercises; administered and analyzed feedback surveys for 62 students in graduate MBA negotiations and conflict resolution course

### Associate – Financial Advisory Services

AlixPartners | San Francisco, CA | Mar 2012 – Aug 2014

- Conducted internal investigations internationally in China, Mexico, and Colombia in response to fraud allegations and foreign corrupt practices
- Interviewed relevant parties in allegations at a fire-safety company in Beijing

### Senior – Assurance and Advisory, Financial Services

Ernst & Young | San Francisco | Sept 2009 – Mar 2012

- Conducted procedural walkthrough of a financial brokerage and developed a risk control matrix with recommended process improvements
- Challenged prior methodologies and completed audit 20% under budget