

AUDREY C. LEUNG

DATA-DRIVEN USER EXPERIENCE

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SKILLS

Methods

User-Centered Design
Wireframing / Prototyping
Usability Testing
Web Development
Contextual Inquiry
Survey Design
A/B Testing
Data Visualization

Tools/Applications

Python
HTML/CSS
Javascript/jQuery
Bootstrap
RStudio
Adobe Photoshop/Illustrator
Highcharts
Tableau (in progress)
d3.js (in progress)
Google Analytics

AWARDS & HONORS

Haas School of Business

>play Hackathon
1st Place Oct 2014

Wells Fargo

Financial Health Protothon
Runner Up Oct 2014

AlixPartners

Achievement in Excellence
Team Award 2012

Ernst & Young

Bravo! Award 2011

Target

Sustainability Case Competition
1st Place 2008

EDUCATION

M.S. Information Management and Systems | 2014-2016 (expected)

University of California, Berkeley School of Information
Coursework in: UX Research and Design, Data Analysis, Entrepreneurship

B.S. Business Administration | 2005-2008

University of California, Berkeley, Haas School of Business

B.A. Psychology | 2005-2008

University of California, Berkeley

PROJECTS

Mapster | Rapid Prototyping | Oct – Dec 2014

- 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

Co-Founder | SuiteSplit | Jun – Jul 2013

- 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

Team Lead | Stanford Venture Lab Technology Entrepreneurship | 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, conducted market surveys, and created a prototype and functional website

WORK EXPERIENCE

Graduate Student Instructor

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

- Managed team exercises and administer and analyze 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 whistleblower allegations and FCPA matters
- Interviewed relevant parties in allegations at a fire-safety company in Beijing
- Analyzed and re-constructed pricing strategy of a public consumer packaged goods company using market comparison methodology

Senior – Assurance and Advisory, Financial Services

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

- Oversaw teams of 3-15 professionals in performing up to three independent audits simultaneously; planned engagement, fee and billing cycle, execution of audit substantive procedures, and interfaced with client and administrators
- Challenged prior methodologies and identified redundancies, resulting in completing audit 20% under budget

