

AUDREY LEUNG

USER EXPERIENCE RESEARCHER

Portfolio: <http://audreyL.info>

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Cupertino, CA

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SKILLS

Qualitative Methods

Interviews
Diary Studies
Design Sprints
Usability Testing
Literature Review
Contextual Inquiry
Affinity Diagramming
Competitive Analysis
User Journey Mapping
Café / Intercept Studies

Quantitative Methods

Card Sorting
Data Visualization
Survey Design & Analysis

Tools / Technology

RStudio
Python
Tableau
Lookback.io
OptimalSort
Qualtrics, Google Forms
Sketch, Invision, Figma
Adobe Premiere Elements
Javascript, HTML/CSS, Bootstrap

Languages

Mandarin Chinese (advanced)
Spanish (intermediate)
Korean (elementary)

HONORS & AWARDS

1st Place

Product Designer
UNited We Hack 2.0 | 2017

1st Place

Venture Capital Team
Silicon Valley Venture Capital
Investment Competition | 2016

1st Place & Audience Award

Product Designer
Haas School of Business
>play Hackathon | 2014

2nd Place

Rapid Prototyping / Wireframing
Wells Fargo Financial Protothon

1st Place

Bart Classic Golf Tournament | 2015

Achievement in Excellence Award

AlixPartners | 2013

Bravo! Award (3x)

EY | 2010 – 2011

EDUCATION

M.S. Information Management and Systems | 2014 – 2016

Focus: Human-Computer Interaction

University of California, Berkeley, School of Information (I School)

B.A. Psychology | 2005 – 2008

University of California, Berkeley

Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China

B.S. Business Administration | 2007 – 2008

University of California, Berkeley Haas School of Business

PROFESSIONAL WORK EXPERIENCE

UX Research Assistant, Android Auto

Google via Randstad | Mountain View | Jul 2018 – Present

Planning, execution, and reporting of foundational and tactical user studies to help teams validate features for notifications, messaging, onboarding, and multi-tasking in the new Android Auto experiences

Conducted 40+ semi-structured, in-person moderated user studies with interviews, occlusion testing, and driving simulation lab to inform designs for driver safety

Designed and executed survey in nine languages to benchmark critical user journey satisfaction; coded 1,000+ responses to identify user pain points in multiple markets

Synthesized existing research into actionable insights to inform success metrics for start-up experience; report also informed workshops and design sprints

UX Researcher & Designer (Freelance)

Verso Digital | Singapore | Jun 2017 – Dec 2017

Researched, prototyped, and designed analytics for professors using National University of Singapore's redesigned learning management system; recruited participants and conducted interviews and usability testing

Product Manager (User Experience), Enterprise Solutions

ViSense | Singapore | Aug 2016 – Jun 2017

Conducted participatory design with finance team to redesign internal billing dashboard; prototyped three iterations; interviewed customer success and sales team to design analytics dashboard for viewing metrics data from API

Product Research / Design Intern, Collaboration Platform

Upwork | San Francisco | May 2016 – Nov 2016

Performed quantitative user research (card sorting) and qualitative research (interviews, affinity diagramming) of clients, freelancers, and managed services to inform redesign of notification bell alerts

Paper prototyped 12 layout designs of a news feed homepage for over 100 message bell notifications to decrease time to take actions and navigate Upwork dashboard

UX Design Intern – Strategic Data Solutions, Emerging Technologies Research

Apple, Inc. | Sacramento | May 2015 – Aug 2015

Initiated interviews of over 10 operations engineers to discover needs and primary use cases; designed and prototyped an operations manufacturing data analytics tool that increased efficiency of supply chain decision-making

Graduate User Researcher, Machine Learning for Makers

Berkeley Institute of Design | Berkeley | Feb 2016 – Aug 2016

Graduate research with Arduino co-founder to design and test Example-based Sensor Prediction (ESP) system, allowing novices to train smart sensors via example machine learning code libraries; work published in Designing Interactive Systems '17

Financial Consultant, Foreign Corrupt Practices / Forensics

AlixPartners | San Francisco | Mar 2012 – Aug 2014

Conducted investigations of multinational companies in China, Mexico, and Colombia in response to fraud allegations and Foreign Corrupt Practices Act violations; interviewed relevant parties in allegations and conducted due diligence presented in litigation proceedings