AUDREY LEUNG
USER EXPERIENCE RESEARCHER

Portfolio: http://audreyl.info

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Bay Area, CA

408 745 9292

SKILLS

Qualitative Methods
Interviews
Diary Studies
Design Sprints
Usability Testing
Literature Review
Competitive Analysis
User Journey Mapping
Café / Intercept Studies

Quantitative Methods
Surveys
Card Sorting

Data Analysis & Visualization
Python; RStudio; Tableau; Excel
Pandas, Sci-Kit Learn, Numpy
Javascript; HTML/CSS; Bootstrap

Tools / Technology
Lookback.io
OptimalSort
dScout, Recollective
Figma, Sketch, Invision
Qualtrics, Google Forms
Adobe Premiere Elements; iMovie

Languages
Mandarin Chinese (advanced)
Spanish; Cantonese (intermediate)
Korean (elementary)

HONORS & AWARDS

ThanksBot (Kudos) x23
Facebook | 2020

gThanks (Kudos) x2
Google | 2019

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

Achievement in Excellence Award
AlixPartners | 2013

EDUCATION

M.S. Information Management and Systems
Focus: Human-Computer Interaction
University of California, Berkeley, School of Information (I School)

B.A. Psychology & B.S. Business Administration
University of California, Berkeley & Haas School of Business

Certificate in Business Chinese
University of International Business and Economics, Beijing, China

PROFESSIONAL WORK EXPERIENCE

User Researcher, Artificial Intelligence (Relevance, Integrity, & New Experiences)
Facebook AI | Menlo Park, CA | Nov 2019 – Present

Managing diary study of 165 participants in US to understand emotional experiences on news feed, informing labeling taxonomy and future AI model use cases

Conducting diary study with 30 internal FB employees in US, Malaysia, Singapore, Canada, and Brazil to evaluate and benchmark new AI video chat concept

Reviewed and synthesized past research across FB family of apps on: 1) relevance, 2) entertainment and creativity, and 3) emotional reactions to violating content

Conducted usability test of writing assistant new user experience and recommended critical improvements that increased opt-in and adoption of feature

Co-facilitated remote workshop with 40+ stakeholders with internal and external speakers to inform and align on next steps of research on recommendation systems

UX Researcher, Android Auto
Google | Mountain View, CA | Jul 2018 – Oct 2019

Designed and launched survey in nine languages to benchmark critical user journey satisfaction; created uniform codebook and analyzed 1,000+ open-ended responses

Conducted 40+ semi-structured, in-person moderated user studies in a driving simulator to inform redesigned Android Auto experience and new notification center

Led and ran guerilla cafe study with Product Manager to provide quick, iterative feedback to notifications team through A/B testing

Onboarded and trained UX Research Assistant

UX Researcher & Designer
Verso Digital | Singapore | Jun 2017 – Dec 2017

Researched, prototyped, and designed analytics dashboard for National University of Singapore's redesigned learning management system; recruited participants and conducted interviews and usability studies with 6 professors

Product Manager, Enterprise Solutions
ViSenze | Singapore | Aug 2016 – Jun 2017

Gathered and created product requirements, drove alignment, prioritized and managed design, execution and launch, and performed user acceptance testing of SDK widgets for enterprise solutions-based selling for roll-out in US, SEA, EU, & CN

Product Research / Design Intern, Collaboration Platform
Upwork | San Francisco, CA | May 2016 – Nov 2016

Interviewed 20+ internal stakeholders, clients, freelancers, and managed services to inform redesign of notification bell alerts; used affinity diagramming of interviews and open and closed card sorting to understand user needs and mental model

UX Design Intern, Strategic Data Solutions, Emerging Technologies Research
Apple, Inc. | Sacramento, CA | May 2015 – Aug 2015

Interviewed 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

Consultant, Financial Advisory Services
AlixPartners | San Francisco, CA | Mar 2012 – Aug 2014

Conducted investigations of multinational companies in China, Mexico, and Colombia; conducted due diligence and interviewed relevant parties in allegations

Senior, Assurance and Business Advisory, Certified Public Accountant
EY (Ernst & Young) | San Francisco, CA | Sept 2009 – Mar 2012

Conducted walkthroughs to map risks and recommend internal control improvements; completed audit 20% under budget; oversaw three teams