

AUDREY LEUNG

USER EXPERIENCE RESEARCHER

Cupertino, CA

audalogy@gmail.com

<http://audreyl.info>

<http://linkedin.com/in/audreyleung>

SKILLS

Qualitative Methods

Interviews
Prototyping
Wireframing
Diary Studies
Usability Testing
Contextual Inquiry
Participatory Design
Competitive Analysis

Quantitative Methods

A/B Testing
Card Sorting
Survey Design

Tools

Sketch
RStudio
Python
Tableau
Arduino
Balsamiq; Invision
Sci-Kit Learn, Pandas, Numpy
Javascript; HTML/CSS; Bootstrap

Languages

Mandarin Chinese (intermediate)
Cantonese, Spanish (conversational)

Interests

Scuba diving; Rock-climbing;
Reading; Reviewing Restaurants;
Golfing

AWARDS & HONORS

United We Hack 2.0

1st Place (Grand Prize) April 2017

Silicon Valley Venture Capital Investment Competition (VCIC)

1st Place Feb 2016

Haas School of Business

>play Hackathon
1st Place Oct 2014
Audience Award Oct 2014

Wells Fargo Financial Health Protothon

Runner-Up Oct 2014

AlixPartners

Achievement in Excellence 2013

Ernst & Young

Bravo! Award 2011

Bart Classic Golf Tournament

Overall Champion Oct 2015

EDUCATION

M.S. Information Management and Systems | May 2016

UC Management of Technology Innovation Program | May 2016

B.A. Psychology, B.S. Business Administration | 2005 – 2008

University of California, Berkeley, School of Information, Haas School of Business
Focus Areas: Human-Computer Interaction, Qualitative/Quantitative User Research

Certificate in Business Chinese | Spring 2009

University of International Business and Economics, Beijing, China

WORK EXPERIENCE

UX Researcher & Designer

Verso Digital | Singapore | Jun 2017 – Dec 2017

Created interactive prototypes and recruiting professors for usability testing of the redesigned learning management system for National University of Singapore

Product Manager (User Experience), Enterprise Solutions

ViSenze | Singapore | Aug 2016 – Jun 2017

Conducted participatory design with finance team to redesign internal billing dashboard; prototyped three iterations using Sketch and InVision for development
Wireframed analytics dashboard to visualize user click-through-rates and click rank; managed development and release within one month

Gathered and created product requirements, managed agile development process, and conducted user acceptance testing for four SDK widget solutions

Product Design Intern, Collaboration Platform (Messages)

Upwork | San Francisco, CA | May 2016 – Nov 2016

Performed quantitative user research (card sorting) and qualitative research (interviews, affinity diagramming) of clients, freelancers, and managed services to inform re-design 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

User Researcher, Machine Learning for Makers

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

Performed usability testing of ESP system (Example-based Sensor Prediction) to allow novices to train smart sensors via example machine learning code libraries

UX Design Intern – Strategic Data Solutions, Emerging Technologies Research

Apple, Inc. | May 2015 – Aug 2015

Initiated interviews of over 10 operations engineers to discover needs and primary use cases; rapidly iterated on paper prototype designs to inform workflow

Designed and prototyped a working interactive data analytics web application, visualizing operations manufacturing data using d3.js, Bootstrap, Semantic UI, and jQuery; integrated back-end Hadoop database cluster through a node.js server

Co-founder

SuiteSplit | Feb – Jul 2013

Conducted needs assessment by surveying 200 potential customers and performed A/B testing of landing pages; achieved 500 visitors with 45% conversion rate

Created a business model canvas, estimated market size, conducted customer interviews, conducted market surveys, and created working prototype of website

Financial Consultant – Advisory Services

AlixPartners | Mar 2012 – Aug 2014

Interviewed witnesses and key stakeholders in China, Mexico, and Colombia in response to fraud allegations and Foreign Corrupt Practices Act violations

Senior – Assurance & Advisory Business Services

Ernst & Young | Sept 2009 – Mar 2012

Led systems walkthrough of financial brokerage internal controls and created risk control matrix to assess compliance risk