

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

Surveys
Card Sorting

Data Analysis & Visualization

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

Research Tools

Lookback.io
OptimalSort
Sketch, Invision, Figma
Qualtrics, Google Forms
Adobe Premiere Elements

Languages

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

HONORS & AWARDS

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

Bravo! Award x3

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 & B.S. Business Administration | 2005 – 2008

University of California, Berkeley & Haas School of Business

Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China

PROFESSIONAL WORK EXPERIENCE

UX Research Assistant, Android Auto

Google via Randstad | Mountain View | Jul 2018 – Present

Conducted 40+ semi-structured moderated user studies in a driving simulator to inform redesigned experience and notification center launched in July 2019

Designed and ran survey in 9 languages to benchmark critical user journey satisfaction; created uniform codebook and analyzed 1,000+ open responses; findings resulted in prioritizing VoIP feature for European users

Led cafe study with PM to provide quick, iterative feedback through A/B testing

Presented lightning talks in two design sprints, which influenced roadmaps of system UI, communications, and media apps

Onboarding and training Research Assistant; independently performing literature reviews, planning, recruitment, moderation, and analysis of studies to validate and prioritize features for phone-to-car experience and in-vehicle OS

UX Researcher & Designer

Verso Digital | Singapore | Jun 2017 – Dec 2017

Led research, prototyping, and design of analytics dashboard for National University of Singapore's redesigned learning management system; validated prototypes using lean user research 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; trained Customer Success and Sales for roll-out in four markets: US, SE Asia, Europe, and China

Product Research / Design Intern, Collaboration Platform

Upwork | San Francisco | May 2016 – Nov 2016

Performed quantitative user research (card sorting) and qualitative research (20+ interviews, affinity diagramming) of clients, freelancers, and managed services to inform redesign of notification bell alerts

UX Design Intern, Strategic Data Solutions, Emerging Technologies Research

Apple, Inc. | Sacramento | 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

Co-Founder

SuiteSplit | San Francisco | Feb 2013 – Jul 2013

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

Consultant, Financial Advisory Services

AlixPartners | San Francisco | Mar 2012 – Aug 2014

Investigated multinational companies in China, Mexico, and Colombia for fraud; performed due diligence and interviewed key witnesses and stakeholders

Senior, Assurance and Business Advisory, Certified Public Accountant

EY (Ernst & Young) | San Francisco | Sept 2009 – Mar 2012

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