

AUDREY LEUNG

USER EXPERIENCE RESEARCHER

Portfolio: <http://audreyL.info>

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Cupertino, CA

408 745 9292

SKILLS

Qualitative Methods

Interviews
Diary Studies
Design Sprints
Usability Testing
Literature Review
Contextual Inquiry
Competitive Analysis
Affinity Diagramming
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
Sketch, Invision, Figma
Qualtrics, Google Forms
Adobe Premiere Elements; iMovie

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

User Researcher, Artificial Intelligence

Facebook AI via TekSystems | Menlo Park, CA | Nov 2019 – Present

Conducted usability test of writing assistant new user experience and recommended critical improvements that increased opt-in and adoption of feature
Conducted 30+ semi-structured, remote moderated usability studies for user journey mapping of developer model management experience
Co-organized remote workshop with 40+ stakeholders with internal and external speakers to inform and align on next steps of research on recommendation systems

UX Research Assistant, Android Auto

Google via Randstad | Mountain View, CA | Jul 2018 – Oct 2019

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

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

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

Onboarded and trained UXR Assistant; independently performed literature reviews, planned, recruited, moderated, and analyzed data to help validate and prioritize features for phone-to-car experience and in-vehicle operating system

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; 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, 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; challenged prior methodologies and completed audit 20% under budget; oversaw three teams concurrently