

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 Visualization

Tools / Technology

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

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

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

Designed and ran cafe study with PM to provide quick, iterative feedback to notifications team through A/B testing

Created new roadmapping spreadsheet to track workstream by project, which was used for resource allocation, prioritization, and visibility to management

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

Onboarding and training UXR Assistant; independently performing literature reviews, planning, recruitment, moderation, and analysis of studies 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

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

Product Research / Design Intern, Collaboration Platform

Upwork | San Francisco | 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 | 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

Conducted needs assessment 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

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 | 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