

# AUDREY LEUNG

USER EXPERIENCE RESEARCHER

<http://audreyl.info>

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## SKILLS

### Qualitative Methods

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

### Quantitative Methods

A/B Testing  
Card Sorting  
Survey Design

### Tools / Technology

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

### Languages

Mandarin Chinese (intermediate)  
Cantonese, Spanish (conversational)

## LICENSES & AWARDS

### 1<sup>st</sup> Place

Product Designer  
United We Hack 2.0 | 2017

### 1<sup>st</sup> Place

Venture Capitalist  
Silicon Valley Venture Capital  
Investment Competition | 2016

### 1<sup>st</sup> Place & Audience Award

Product Designer  
Haas School of Business  
>play Hackathon | 2014

### 1<sup>st</sup> Place

Golfer  
Bart Classic Golf Tournament | 2015

Achievement in Excellence Award  
AlixPartners | 2013

Bravo! Award  
EY | 2010 – 2011

Certified Public Accountant (inactive)  
California Board of Accountancy |  
2010 – Present

Advanced Adventurer Scuba Diver  
Scuba Schools International |  
2016 – Present

## EDUCATION

### M.S. Information Management and Systems | 2014 – 2016

#### Focus: Human-Computer Interaction

University of California, Berkeley, School of Information

### B.A. Psychology | 2005 – 2008

University of California, Berkeley

### B.S. Business Administration | 2006 – 2008

Haas School of Business, Haas School of Business

### Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China

## WORK EXPERIENCE

### UX Researcher & Designer (Freelance)

Verso Digital | Singapore | Jun 2017 – Dec 2017

Conceptualized and designed visualizations for analytics and statistics, which were developed for the National University of Singapore's redesigned learning management system; performed usability testing and findings were incorporated into updated version

### Product Manager (User Experience)

ViSenze | Singapore | Aug 2016 – Jun 2017

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

Wireframed analytics dashboard to visualize user click-through-rates and click rank; managed development and release within one month

Conducted participatory design with finance team to redesign internal billing dashboard; prototyped three iterations using Sketch and InVision for development

### Product Design Intern, Collaboration Platform

Upwork | San Francisco | May 2016 – Nov 2016

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

### Graduate Student Researcher, Machine Learning for Makers

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

Worked with Arduino co-founder to design and test ESP (Example-based Sensor Prediction) system, allowing novices to train smart sensors via example machine learning code libraries; research published in Designing Interactive Systems '17

### UX Design Intern – Strategic Data Solutions, Emerging Technologies Research

Apple, Inc. | Sacramento | 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 analytics workflow

Designed and prototyped an operations manufacturing data analytics tool using d3.js, Bootstrap, Semantic UI, and jQuery that reduced the time for operations managers to analyze and take actions on supply chain data

### Co-founder

SuiteSplit | San Francisco | 2013

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

### Advisory and Financial Consulting Experience

Financial Consultant, AlixPartners | San Francisco | 2012 – 2014  
Senior Auditor, EY | San Francisco | 2009 – 2012

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

Challenged prior methodologies, identified redundancies, and completed audit 20% under budget