

# 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

Card Sorting  
Data Visualization  
Survey Design & Analysis

### Tools / Technology

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

### Languages

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

## HONORS & AWARDS

### gThanks (Kudos) - 2x

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 - 3x

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 | 2005 - 2008

University of California, Berkeley

### Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China

### B.S. Business Administration | 2007 - 2008

University of California, Berkeley Haas School of Business

## PROFESSIONAL WORK EXPERIENCE

### UX Research Assistant, Android Auto

Google via Randstad | Mountain View | Jul 2018 - Present

Planning, execution, and reporting of foundational and tactical user studies to help teams validate and prioritize features for notifications, messaging, system, and apps for phone-to-car experience and in-car operating system

Conducted 40+ semi-structured, in-person moderated user studies with interviews, occlusion testing, and driving simulator to inform designs for driver safety

Designed and executed survey in nine languages to benchmark critical user journey satisfaction; coded and analyzed 1,000+ responses, informing feature prioritization

Synthesized existing research into actionable insights to inform success metrics for start-up experience; report informed workshops and design sprints

Onboarded and trained two UX Research Assistants in surveys and interviews

### UX Researcher & Designer (Freelance)

Verso Digital | Singapore | Jun 2017 - Dec 2017

Researched, prototyped, and designed analytics for professors using National University of Singapore's redesigned learning management system; recruited participants and conducted interviews and usability testing

### Product Manager (User Experience), Enterprise Solutions

ViSense | Singapore | Aug 2016 - Jun 2017

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

### Product Research / 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

### 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; designed and prototyped an operations manufacturing data analytics tool that increased efficiency of supply chain decision-making

### Graduate User Researcher, Machine Learning for Makers

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

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

### Financial Consultant, Foreign Corrupt Practices / Forensics

AlixPartners | San Francisco | Mar 2012 - Aug 2014

Conducted investigations of multinational companies in China, Mexico, and Colombia in response to fraud allegations and Foreign Corrupt Practices Act violations; interviewed relevant parties in allegations and conducted due diligence presented in litigation proceedings