

AUDREY LEUNG

USER EXPERIENCE RESEARCHER

Portfolio: <http://audreyLinfo>

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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

1st Place

Product Designer
United We Hack 2.0 | 2017

1st Place

Venture Capitalist
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

1st 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

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

B.S. Business Administration | 2006 – 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 Researcher & Designer

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 / UX Researcher, Enterprise Solutions

ViSense | 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

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

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

User Researcher, Machine Learning for Makers (Part-Time)

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

Co-founder (Part-Time)

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