AUDREY LEUNG
UX RESEARCHER

Portfolio: http://audalogy.github.io

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Bay Area, CA

408 745 9292

SKILLS

Qualitative Methods
Interviews
Diary Studies
Design Sprints
Usability Testing
Literature Review
Competitive Analysis
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
dScout, Recollective
Figma, Sketch, Invision
Qualtrics, Google Forms, Decipher
Adobe Premiere Elements, iMovie

Languages
Mandarin Chinese (advanced)
Spanish; Cantonese (intermediate)

HONORS & AWARDS

ThanksBot (Kudos) x33
Facebook | 2020

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 >play Hackathon | 2014

2nd Place
Rapid Prototyping / Wireframing
Wells Fargo Financial Protothon

Achievement in Excellence
AlixPartners | 2013

RELEVANT WORK EXPERIENCE

Staff UX Researcher
Ripple | San Francisco, CA | Oct 2022 – May 2023

Led foundational research study to understand user journey, pain points, and barriers for Liquidity Hub and adoption of crypto enterprise payment solutions

Staff UX Researcher, AI Platform (AI Search, Conversational Intelligence)
ServiceNow | Santa Clara, CA | July 2021 – Sept 2022

Initiated and collaborated with four UX researchers to launch AI Awareness survey to understand adoption across the AI portfolio of products

Driving product alignment among three workstreams by creating first strategic UX research roadmap with objectives, goals, deliverables and research to inform north star

Led foundational research study to understand user personas, user journey, pain points, and barriers for migrating to AI search and to inform future release prioritization

Trained and coached junior UX researcher conducting foundational and iterative studies

User Researcher, Artificial Intelligence (Relevance, Integrity, & New Experiences)
Facebook AI (Meta) | Menlo Park, CA | Nov 2019 – April 2021

Pivoted team road map and future AI model use cases with diary study of 165 participants in US to understand emotional experiences on news feed

Deferred launch of AI video chat concept via diary study with 30 internal FB employees in US, Malaysia, Singapore, Canada, and Brazil

Informed iteration of new ML tool after analyzing survey of 100+ internal developers

Recommended critical improvements that increased opt-in and adoption of writing assistant new user experience after conducting usability test

UX Researcher, Android Auto
Google (Alphabet) | Mountain View, CA | Jul 2018 – Oct 2019

Benchmarked critical user journey by designing and launching survey in nine languages; created codebook and analyzed 1,000+ responses

Informed redesign of Android Auto experience and notification center by conducting 40+ semi-structured, in-person moderated user studies in driving sim

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 SDKs for enterprise solutions-based selling for roll-out in US, SEA, EU, & CN

Product Research / Design Intern, Collaboration Platform
Upwork | San Francisco, CA | May 2016 – Nov 2016

Informed redesign of notification bell alerts by conducting 20+ interviews; used affinity diagramming and 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; researched, designed, and prototyped operations manufacturing data analytics tool

Consultant, Financial Advisory Services
AlixPartners | San Francisco, CA | Mar 2012 – Aug 2014

Performed forensic investigations and due diligence; interviewed relevant parties

EDUCATION

Master of Business Administration (MBA)
Quantic School of Business & Technology

M.S. Information Management and Systems, Focus: Human-Computer Interaction
University of California, Berkeley, School of Information (I School)

B.A. Psychology & B.S. Business Administration
University of California, Berkeley & Haas School of Business