

AUDREY C. LEUNG

DATA-DRIVEN USER EXPERIENCE

San Francisco, CA
408 832 0341
audalogy@gmail.com
<http://audalogy.github.io>

SKILLS

Research

Survey Design
A/B Testing
Data Visualization
Contextual Inquiry
Task Analysis

Design

Persona Design
Cognitive Walkthrough
Wireframing / Mockups
Low/Hi-Fi Prototyping

Tools/Applications

Python
RStudio
Sketch; Justinmind
HTML/CSS; jQuery Bootstrap
Adobe Photoshop/Illustrator
Tableau (in progress)
d3.js (in progress)

Languages

Mandarin Chinese (fluent)
Cantonese Chinese (conversational)
Spanish (conversational)

AWARDS & HONORS

Haas School of Business

>play Hackathon
1st Place Oct 2014

Wells Fargo

Financial Health Protothon
Runner-Up Oct 2014

AlixPartners

Achievement in Excellence 2012

Ernst & Young

Bravo! Award 2011

Target

Sustainability Case Competition
1st Place 2008

EDUCATION

M.S. Information Management and Systems | 2014 – 2016 (expected)

University of California, Berkeley School of Information
Coursework in: UX Research, Cross-Cultural User Experience, Entrepreneurship

B.S. Business Administration | 2005 – 2008

University of California, Berkeley, Haas School of Business

B.A. Psychology | 2005 – 2008

University of California, Berkeley

PROJECTS

Pronto | User Experience Design | Oct 2014 (*Sketch, Justinmind*)

- Mocked up a business-facing mobile interface enabling small business owners to offer time-sensitive deals on excess inventory
- Awarded 1st place and audience award in hackathon

Mapster | Web Prototyping | Oct – Dec 2014 (*Leaflet, HTML/CSS, jQuery*)

- Designed and developed a running maps mashup website on which Leaflet maps were annotated with information stored in a MongoDB database
- Coded website front-end and coordinated with team members on back-end

SuiteSplit | Co-Founder | Jun – Jul 2013 (*A/B Testing, social media*)

- Conducted needs assessment by surveying 200 potential customers and conducting A/B testing of landing pages
- Marketed landing page through social media, and online forums; attracted 500 visitors with 45% conversion rate

WORK EXPERIENCE

Graduate Student Instructor

Haas School of Business | Berkeley, CA | Aug 2014 – Dec 2014

- Managed team exercises and administer and analyze feedback surveys for 62 students in graduate MBA negotiations and conflict resolution course

Associate – Financial Advisory Services

AlixPartners | San Francisco, CA | Mar 2012 – Aug 2014

- Conducted internal investigations internationally in China, Mexico, and Colombia in response to fraud allegations and foreign corrupt practices
- Interviewed relevant parties in allegations at a fire-safety company in Beijing
- Analyzed and re-constructed pricing strategy of a public consumer packaged goods company using market comparison methodology

Senior – Assurance and Advisory, Financial Services

Ernst & Young | San Francisco | Sept 2009 – Mar 2012

- Conducted procedural walkthrough of a financial brokerage and developed a risk control matrix with recommended process improvements
- Oversaw teams of 3-15 professionals in performing up to three independent audits simultaneously; planned engagement, managed fee and billing cycle, executed audit procedures, and interfaced with client and administrators
- Challenged prior methodologies and identified redundancies, resulting in completing audit 20% under budget