AUDREY LEUNG
USER EXPERIENCE RESEARCHER

Portfolio: http://audreyl.info

audalogy@gmail.com

Cupertino, CA

408 745 9292

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
Surveys
A/B Testing
Card Sorting

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)
Spanish, Cantonese (intermediate)
Korean (elementary)

HONORS & AWARDS

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 School of Business
>play Hackathon | 2014

2nd Place
Rapid Prototyping / Wireframing
Wells Fargo Financial Protothon

Achievement in Excellence Award
AlixPartners | 2013

Bravo! Award x3
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 & B.S. Business Administration | 2005 – 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 Research Assistant, Android Auto
Google via Randstad | Mountain View | Jul 2018 – Present

Conducted 40+ semi-structured, in-person moderated user studies in a driving simulator to inform redesigned Android Auto experience and new notification center

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

Designed and ran a cafe study with PM to provide quick, iterative feedback to notifications team through A/B testing

Conducted and synthesized literature review into actionable insights, informing success metrics for start-up experience; report also re-used in workshop

Onboarding and training UXR Assistant; assisting in various capacities, including literature review, planning, recruitment, moderation, and analysis to help validate and prioritize features for phone-to-car experience and in-vehicle operating system

UX Researcher & Designer (Freelance)
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 (User Experience), Enterprise Solutions
ViSenze | 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

Interviewed 20+ internal stakeholders, clients, freelancers, and managed services to inform redesign of notification bell alerts; used affinity diagramming of interviews and open and closed card sorting to understand user needs and mental model

UX Design Intern – Strategic Data Solutions, Emerging Technologies Research
Apple, Inc. | Sacramento | May 2015 – Aug 2015

Initiated interviews of 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
AlixPartners | San Francisco | Mar 2012 – Aug 2014

Conducted investigations of multinational companies in China, Mexico, and Colombia; conducted due diligence and interviewed relevant parties in allegations

Senior, Assurance and Business Advisory
EY (Ernst & Young) | San Francisco | Sept 2009 – Mar 2012

Conducted walkthroughs to map risks and recommend internal control improvements; challenged prior methodologies and completed audit 20% under budget; oversaw three teams concurrently