

AUDREY C. LEUNG

USER-DRIVEN & DATA-INFORMED

San Francisco, CA
408 832 0341
audalogy@gmail.com
<http://www.audreyl.me>

SKILLS

Methods

Interviews
A/B Testing
Diary Studies
Survey Design
Wireframing
Usability Testing
Data Visualization
Contextual Inquiry
Prototyping / Fabrication

Technical

Excel
RStudio
Python
Tableau
Arduino
Adobe Photoshop/Illustrator
Balsamiq; Sketch; Justinmind
Sci-Kit Learn, Pandas, Numpy
JavaScript; HTML/CSS; Bootstrap

Languages

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

AWARDS & HONORS

Silicon Valley Venture Capital Investment Competition (VCIC)

1st Place Feb 2016

Haas School of Business

>play Hackathon
1st Place Oct 2014
Audience Award Oct 2014

Wells Fargo

Financial Health Protothon
Runner-Up Oct 2014

AlixPartners

Achievement in Excellence 2013

Ernst & Young

Bravo! Award 2011

Bart Classic Golf Tournament

Overall Champion Oct 2015

EDUCATION

M.S. Information Management and Systems | May 2016

UC Management of Technology Innovation Program | May 2016

University of California, Berkeley, School of Information
Coursework in: New Product Development, UX Research/Design, Entrepreneurship

B.A. Psychology, B.S. Business Administration | 2005 – 2008

University of California, Berkeley, Haas School of Business

Certificate in Business Chinese | Spring 2009

University of International Business and Economics, Beijing, China

WORK EXPERIENCE

Apple Inc. | May 2015 – Aug 2015

Intern – Strategic Data Solutions, Emerging Technologies Research

- Initiated interviews of over 10 operations engineers to discover needs and primary use cases; rapidly iterated on paper prototype designs to inform workflow
- Owned, conceived, designed, and developed a working proof-of-concept interactive data analytics web application, visualizing operations manufacturing data using d3.js, Bootstrap, Semantic UI, and jQuery
- Defined and prioritized feature development in collaboration with data science intern; integrated back-end Hadoop database cluster through a node.js server

SuiteSplit | Feb – Jul 2013

Co-founder

- Conducted needs assessment by surveying 200 potential customers and performed A/B testing of landing pages; achieved 500 visitors with 45% conversion rate
- Created a business model canvas, estimated market size, conducted customer interviews, conducted market surveys, and created working prototype of website

AlixPartners | Mar 2012 – Aug 2014

Financial Consultant – Advisory Services

- Interviewed witnesses and key stakeholders in China, Mexico, and Colombia in response to fraud allegations and Foreign Corrupt Practices Act violations

Ernst & Young | Sept 2009 – Mar 2012

Senior – Assurance & Advisory Business Services

- Led systems walkthrough of financial brokerage internal controls and created risk control matrix to assess compliance risk

PROJECTS

Brio | Managing New Product Development | (IoT, 3D Printing, Interviews, Sketch)

- Conducted 20 interviews and created affinity diagram of senior citizen needs
- Created value proposition canvas and generated > 100 concepts based on personas
- Designed, prototyped, and tested smart pillbox using Samsung IoT sensors

180Eats | Lean Customer Development | Spring 2015 (Interviews, SurveyMonkey)

- Tested hypotheses and validated customer needs with for a home food delivery startup called 180Eats; guided pivot to a corporate meal vending model
- Conducted customer interviews and surveys to inform founder vision; created and iterated on a business model canvas; designed customer archetypes

Appsprin | Design Research | Feb – Apr 2015 (Survey, Interview, Usability Testing)

- Designed and conducted surveys and interviews with university students to gain understanding of mental health and stress management techniques
- Conducted design sprint followed by creation of lo-fi prototype for usability testing