AUDREY LEUNG
USER EXPERIENCE RESEARCHER

http://audreyl.info

audalogy@gmail.com

Bay Area, CA

http://linkedin.com/in/audreyleung

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
Sketch
RStudio
Python
Tableau
Arduino
Balsamiq, Invision
Sci-Kit Learn, Pandas, Numpy
Javascript, HTML/CSS, Bootstrap

Languages
Mandarin Chinese (intermediate)
Cantonese, Spanish (conversational)

Interests
Scuba diving, Reading, Golfing

AWARDS & HONORS

Product Designer
UNited We Hack 2.0 | 2017
1st Place (Grand Prize)

Venture Capitalist
Silicon Valley Venture Capital
Investment Competition | 2016
1st Place

Career/Alumni Co-Chair
Information Management Student
Association (IMSA) | 2015-2016

Product Designer
Haas School of Business
>play Hackathon | 2014
1st Place & Audience Award

Prototyping / Wireframing
Wells Fargo Protothon | 2014
Runner-Up

Golfer
Bart Classic Golf Tournament 2015
Overall Champion

EDUCATION

M.S. Information Management and Systems | 2016
UC Management of Technology Innovation Program | 2016
B.A. Psychology, B.S. Business Administration | 2005 – 2008
University of California, Berkeley, School of Information & Haas School of Business
Focus Areas: Human-Computer Interaction, Qualitative/Quantitative User Research

Certificate in Business Chinese | 2009
University of International Business and Economics, Beijing, China

WORK EXPERIENCE

UX Researcher & Designer
Verso Digital | Singapore | Jun 2017 – Dec 2017

Conceptualized and designed visualizations for peer evaluation, quiz analytics, survey analytics, and web lecture statistics, which were developed for the National University of Singapore's redesigned learning management system

Created interactive prototypes and recruited professors for usability testing

Product Manager (User Experience), Enterprise Solutions
ViSenze | 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

Product Design Intern, Collaboration Platform (Messages)
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
Berkeley Institute of Design | Berkeley | Feb 2016 – Aug 2016

Worked with Arduino co-founder to design and test ESP system (Example-based Sensor Prediction), allowing novices to train smart sensors via example machine learning code libraries; research published for Designing Interactive Systems '17

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

Co-founder
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

Certified Public Accountant and Financial Consulting Experience
Financial Consultant, AlixPartners | San Francisco | 2012 –2014
Senior Auditor, Ernst & Young | 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

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