

# AUDREY C. LEUNG

## USER-CENTRIC & DATA-INFORMED

http://audreyl.info

skype: audalogy

whatsapp: 65 8117 9900

www.linkedin.com/in/audreyleung

## SKILLS & INTERESTS

### Qualitative Methods

Interviews

Diary Studies

Usability Testing

Contextual Inquiry

Participatory Design

Competitive Analysis

### Quantitative Methods

A/B Testing

Card Sorting

Survey Design

Experiment Design

### Tools & Tech

RStudio; Tableau; Excel

Sketch; Invision; Balsamiq

Sci-Kit Learn, Pandas, Numpy

Javascript; HTML/CSS; Bootstrap

### Languages

Mandarin Chinese (intermediate)

Cantonese, Spanish (conversational)

### Interests

Scuba diving; Rock-climbing; Reading;

Reviewing Restaurants; Golfing

## AWARDS & HONORS

### UNited We Hack

1<sup>st</sup> Place (Grand Prize) April 2017

### Silicon Valley Venture Capital Investment Competition (VCIC)

1<sup>st</sup> Place Feb 2016

### Haas School of Business

#### >play Hackathon

1<sup>st</sup> Place Oct 2014

Audience Award Oct 2014

### Wells Fargo

#### Financial Health Protothon

Runner-Up Oct 2014

### AlixPartners

Achievement in Excellence 2012

### Ernst & Young

Bravo! Award 2011

### Bart Classic Golf Tournament

Overall Champion Oct 2015

## EXPERIENCE

### ViSenze | Singapore | Aug 2016 – Present

#### Product Manager, Enterprise Solutions

- Conducted participatory design with finance team to redesign internal billing dashboard; prototyped three iterations using Sketch and InVision for development
- Led designer and engineer to prototype chatbot widget for visual shopping of fashion styles; interviewed avid shoppers for iteration
- Wireframed analytics dashboard to visualize user click-through-rates and click rank; managed development and release within one month
- Gathered and created product requirements, managed agile development process, and conducted user acceptance testing for four SDK widget solutions shipped in Dec

### Upwork | San Francisco, CA | May 2016 – Nov 2016

#### Product Design & Research Intern, Collaboration Platform (Messages)

- Performed quantitative user research (card sorting) and qualitative research (interviews, affinity diagramming) of clients, freelancers, and managed services to inform re-design 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

### Berkeley Institute of Design | Berkeley, CA | Feb 2016 – Aug 2016

#### User Researcher, Machine Learning for Makers

- Performed usability testing of ESP system (Example-based Sensor Prediction) to allow novices to train smart sensors via example machine learning code libraries

### Apple, Inc. | Cupertino / Sacramento, CA | May 2015 – Aug 2015

#### Data Visualization Intern, Strategic Data Solutions/Emerging Technologies

- Initiated interviews of over 10 operations engineers to discover needs and primary use cases; rapidly iterated on paper prototype designs to inform workflow
- Designed and prototyped a working interactive data analytics web application, visualizing operations manufacturing data using d3.js, Bootstrap, Semantic UI, and jQuery; integrated back-end Hadoop database cluster through a node.js server

### SuiteSplit | San Francisco, CA | Jan – 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

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

#### Financial Consultant – Certified Public Accountant

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

### Ernst & Young | San Francisco, CA | Sept 2009 – Mar 2012

#### Audit Senior – Assurance & Business Advisory Services

- Conducted walkthrough of financial brokerage to map a risk control matrix and recommended internal control improvements

## EDUCATION

### M.S. Information Management and Systems | 2014 – 2016

### Management of Technology Innovation Program | 2015 – 2016

University of California, Berkeley, School of Information

Coursework in: Qualitative/Quantitative Research, Interactive Design, Behavioral Econ

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

University of California, Berkeley, Haas School of Business

### Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China