

AUDREY C. LEUNG

PRODUCT MANAGER

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SKILLS

Technical

Python

Excel

Tableau

RStudio

Pandas, Sci-Kit Learn, Numpy

Javascript; HTML/CSS; Bootstrap

Balsamiq; Sketch; Justinmind

Customer Development

Interviews

A/B Testing

Survey Design

User Experience

Wireframing / Prototyping

Affinity Diagramming

Usability Testing

Data Visualization

Languages

Mandarin / Cantonese (conversational)

Spanish (conversational)

Korean, Japanese (elementary)

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 2012

Ernst & Young

Bravo! Award 2011

Bart Classic Golf Tournament

Overall Champion Oct 2015

EXPERIENCE

ViSenze | Singapore | Aug 2016 - Present

Product Manager, Enterprise SaaS

- Created product requirements, drove alignment, prioritized and managed design, execution and launch, and performed UAT of developer site redesign and SDK widgets for enterprise solutions-based selling within two months; trained Customer Success and Sales for roll-out in four markets: US, Southeast Asia, Europe, and China
- Wireframed analytics dashboard visualize user action metrics from event tracking such as CTR and click rank and managed development and release within one month
- Defining success metrics and analytics tracking to gain insight into conversion funnel
- Initiated agile development process and weekly sprints, which doubled releases
- Developing go-to-market strategy for new automated tagging product line involving market sizing, competitive analysis, development of dashboard and billing support, pricing strategy, and marketing and sales strategy

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

Product Design 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
- Wireframed 12 layout designs of a news feed homepage for over 100 message bell notifications to decrease time to take actions and navigate Upwork dashboard

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

New Product Development Intern, Strategic Data Solutions/Emerging Technologies

- Owned, conceived, designed, and prototyped a working proof-of-concept interactive data analytics web application, visualizing operations manufacturing data using d3.js, Bootstrap, Semantic UI, and jQuery
- Initiated interviews of over 10 operations engineers to discover needs and primary use cases; rapidly iterated on paper prototype designs to inform workflow

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

Financial Consultant – Advisory Services

- Analyzed and re-constructed pricing strategy of a public consumer packaged goods company using market comparison methodology

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
- Created a business model canvas, estimated market size, conducted customer interviews, conducted market surveys, and created prototype and functional website

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

Senior – Assurance & Advisory Business Services

- Oversaw three independent teams of 3-15 auditors; challenged prior methodologies to complete audit 20% under budget

EDUCATION

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

Management of Technology Innovation Program | 2015 – 2016

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

University of California, Berkeley, School of Information

University of California, Berkeley, Haas School of Business

Coursework in: Managing Product Development, UX Research/Design, Entrepreneurship

Certificate in Business Chinese | 2009

University of International Business and Economics, Beijing, China