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| Audrey C. Leung  User-Centric & Data-Informed  www.audreyl.info  skype: audalogy  whatsapp: 65 8117 9900  www.linkedin.com/in/audreyleung |  |  |
| Experience |
| ViSenze | Singapore | Aug 2016 – Present  Product Manager, Enterprise Solutions   * Wireframed analytics dashboard to visualize user click-through-rates and click rank; managed development and release within one month * Led designer and engineer to prototype chatbot widget for visual shopping of fashion styles; interviewed avid shoppers for iteration * Conducted participatory design with finance team to redesign internal billing dashboard; prototyped three iterations using Sketch and InVision for development * 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 |
| Skills & Interests |
| Qualitative Methods  Wireframing  Diary Studies  Usability Testing  Contextual Inquiry  Participatory Design  Competitive Analysis  Quantitative Methods  A/B Testing  Card Sorting  Survey Design  Data Visualization  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  1st Place (Grand Prize) April 2017  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 |
| 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 |
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