Bonnie Yu

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University of Michigan. Ann Arbor, MI
Masters of Information Science HCI & Data Mining
Design Courses: Graphic Design, Interaction Design, Usability Research
Engineering: Information Retrieval & Search, Data Structures and Algorithms, Recommender Systems

Harvard College. Cambridge, MA
Bachelor of Arts, Economics, Class of 2006 with Citation in Mandarin

WORK EXPERIENCE:

Microsoft Corporation – Internet Explorer 11+   July 2013 - Present
USER EXERPIENCE PROGRAM MANAGER – Redmond, Washington

- Lead a team of 4 (developers and testers) in designing and shipping Reading View for Windows Phone 8.1
- Design, storyboard, wireframe, and prototype for new features in IE11+ on Windows and Windows Phone
- Developed supplemental materials (Test Drive) and prototyping tools in HTML/CSS for the program manager team

Visual Revenue – B2B Technology Startup that provides recommendations to news media e.g. Forbes   Summer 2012
DATA SCIENTIST INTERN – New York
- Researched and developed recommendation model to predict Facebook Likes to increase user engagement
- Ramped up development team on Facebook API and developed data visualizations using Matplotlib

Knowledge Discovery Data Mining 2012 Matching System   March 2012 - August 2012
SEARCH DEVELOPER – Ann Arbor, MI
- Lead a small team to deploy a web application (kdd.bonnieyu.com) that recommends researchers to students for the Knowledge Discovery Data Mining conference attended by 1000+ participants
- Developed recommendation engine with (py)Lucene for matching

Microsoft Corporation – Online Services   July 2010 – June 2011
TRAFFIC QUALITY ENGINEER – Redmond, Washington
- Analyzed terabytes of web server data from the adCenter Platform on Bing & Yahoo to identify fraudsters/bots on the Microsoft network across search, display, and mobile advertising to protect over a million dollar of revenue for advertisers

Microsoft Corporation – Account Services Group Search   August 2006 – September 2008
SEARCH ANALYST/MANAGER - Redmond, Washington
- Gained strategic buy-in from Chief Marketing Officers through competitive landscape reports leading to a 25% increase in revenue of a $4+ million portfolio
- Grew $2+ million account portfolio 20% over revenue quota through analyzing and optimizing paid search, contextual, and mobile data for key advertisers and agencies such as Cars.com, Lenovo, T-Mobile, and University of Phoenix
Project Work
- Developed and designed Excel tool that charted graphs for 40 analysts; decreased process time from 5 hrs to 20 mins
- Ran focus groups and contextual inquiry studies to improve on the adCenter Desktop tool with engineering

SKILLS:

- Photoshop/Illustrator, Prototyping in HTML/CSS/Javascript, Wireframing, Powerpoint, and Keynotopia, UX Research
- Python, C++, MySQL, MongoDB
- jQuery, Lucene, pandas, Matplotlib, sci-kit learn
- Statistics Tools: R, GUESS, Gephi, Amazon Mechanical Turk
- Linux/Unix, Windows, Mac OS X

INTERESTS:

- **Entrepreneurship** – Participated in Startup Weekends, GiveCamp, and hackathons offered by Michigan Hackers
- **Hackathons** – 2nd Place win with Safewalk, a mobile app recommending the safest route at AT&T Hackathon (June 2013)