Bonnie Yu

📱 (617) 319 – 2286
✉ yuqiaoyan@gmail.com
🌐 http://www.bonnieyu.com
Living in Mountain View

University of Michigan. Ann Arbor, MI
Masters of Information Science, Class of 2013

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

WORK EXPERIENCE:

Microsoft Corporation – Edge Browser, Modern IE 11   July 2013 – December 2014
PROGRAM MANAGER – Redmond, Washington

- Defined vision, wrote requirements, planned roadmap, and led developers to ship Reading View for Windows Phone 8.1
- Pitched, partnered, and managed Cortana and Bing work to deliver Ask Cortana features
- Improved our team's understanding of user engagement by initiating and shipping data collection features

KDD 2012 Matching System (sold)   Freelance, March 2012 - August 2012
PRODUCT LEAD & RECOMMENDATION ENGINE DEVELOPER – Ann Arbor, MI

- Led a small team to acquire project, and develop a web application that matches researchers to students for the Knowledge Discovery Data Mining conference attended by ~1000 participants. Received positive feedback from attendees
- Gathered user requirements, interviewed attendees to understand user problems, designed sketches and wireframes
- Developed recommendation engine with (py)Lucene for matching engine

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 – June 2010
SEARCH ANALYST/ACCOUNT MANAGER - Redmond, Washington

- 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
- Gained buy-in from CMOs through competitive reports leading to a 25% increase in revenue of a $4+ million portfolio
- 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 the adCenter Desktop tool with engineering

TOOLS & SKILLS:

- Adobe Illustrator, inVision, HTML/CSS/Javascript, Keynotopia with Powerpoint, Unity 3D
- Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping
- Python, C++ (novice), MySQL, MongoDB. Libraries: jQuery, Lucene, pandas, Matplotlib

INTERESTS:

- **Tea** – I have written a mobile website at www.tealife.me that talks about tea