

Bonnie Yu

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Interested in Interaction Design and Product Development

University of Michigan. Ann Arbor, MI

Masters of Information Science

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 – Project Spartan & Modern IE 11

July 2013 - Present

USER EXPERIENCE PROGRAM MANAGER – Redmond, Washington

- Lead a team of developers and testers in planning, specing, and shipping Reading View for Windows Phone 8.1
- Storyboarding, wireframing, interaction design, writing requirements for Reading View & Cortana text lookup in Spartan
- Developed supplemental materials ([Test Drive](#)) and prototyping tools 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

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 – 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 strategic buy-in from Chief Marketing Officers through competitive landscape reports leading to a 25% increase in revenue of a \$4+ million portfolio

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 the adCenter Desktop tool with engineering

TOOLS & SKILLS:

- Adobe Illustrator, inVision, HTML/CSS/Javascript prototyping, Keynotopia with Powerpoint
- Wireframing, Storyboarding, Interaction Design, Usability Research
- Python, C++ (beginner), MySQL, MongoDB
- jQuery, Lucene, pandas, Matplotlib
- 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