

# Bonnie Yu

[yuqiaoyan@gmail.com](mailto:yuqiaoyan@gmail.com) | [www.bonnieyu.com](http://www.bonnieyu.com) | (617) 319-2286

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## 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 – Internet Explorer 11+

July 2013 - Present

*USER EXPERIENCE PROGRAM MANAGER – Redmond, Washington*

- Designed and shipped Reading View for Windows Phone 8.1
- Design explorations, storyboarding, and prototyping 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](http://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 in Powerpoint, Pen and Paper!, 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** – 2<sup>nd</sup> Place win with Safewalk, a mobile app recommending the safest route at AT&T Hackathon (June 2013)