Bonnie Yu

Passionate about product development and user experience.
Love prototyping and hacking new ideas to solve user problems.
Experience shipping product to millions of consumers.

🌐 http://www.bonnieyu.com

in www.linkedin.com/in/bonnieyu1

University of Michigan. Ann Arbor, MI
Masters of Information Science, Class of 2013
Design: Interaction Design, Graphic Design, Usability Research, Cognitive Science
Engineering: Information Retrieval & Search, Data Structures and Algorithms

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

WORK EXPERIENCE

SurveyMonkey Intelligence   August 2015 – Present
Product Manager and UX II – San Francisco, CA

- Launched the SurveyMonkey Intelligence dashboard, a new line of business that provides mobile usage engagement data, with a small team, composed of local and international developers
- Designed UX/UI for the report visualizations, e-mails, sign up, and upgrade flows
- Improved conversion rate by updating our designs and plan structure
- Wrote spec, designed UX/UI, and led development of Android mobile apps to acquire users for our mobile panel

Microsoft Corporation –Windows 10 Edge & Mobile IE 11   July 2013 – December 2014
UX PROGRAM MANAGER – Redmond, WA

- Defined vision, wrote requirements, planned roadmap, and led developers to ship Reading View
- Based on user feedback, storyboarded and wireframed new interactions for Reading View & Ask Cortana for Windows 10
- Pitched and partnered with Cortana and Bing teams to deliver and ensure design consistency for Ask Cortana feature
- Brainstormed and developed HTML/CSS/JS prototype of an improved Reading View layout
- 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 & MATCHING 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

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

Microsoft Corporation – Online Services   July 2010 – June 2011
TRAFFIC QUALITY ENGINEER – Redmond, WA
- 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, WA
- 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, 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

- Python, MySQL, MongoDB. Libraries: jQuery, Lucene, pandas
- Sketch, Adobe Illustrator, inVision, HTML/CSS/Javascript, Keynotopia with Powerpoint, and basic Unity 3d
- Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping

INTERESTS

- Virtual Reality and experimenting with simple virtual reality apps
- Hackathons – 2nd Place win with safewalk a mobile app recommending the safest route
- Hiking and cycling.