

# Bonnie Yu

*Passionate about interaction design and product development.  
Love prototyping and hacking new ideas to solve user problems.  
Experience shipping product to millions of users.*

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## University of Michigan. Ann Arbor, MI

*Masters of Information Science, Class of 2013*

Design Courses: Graphic Design, Interaction Design, Usability Research, Cognitive Science

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*

- Led a team of developers and testers in planning, writing requirements, and shipping Reading View for Windows Phone 8.1
- Improved our team's understanding of user engagement with our reading feature. Initiated project and wrote spec to collect user engagement data
- Based on user feedback, storyboard and wireframed new interactions for Reading View & Cortana text lookup
- Brainstormed and developed HTML/CSS/JS prototype of an improved reading layout to handle dynamic content
- Worked with Cortana/Bing teams to ensure design consistency across Spartan and Cortana 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

### 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, 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
- Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping
- Python, C++ (novice), MySQL, MongoDB. Libraries: jQuery, Lucene, pandas, Matplotlib
- 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
- Hiking and cycling. Virtual Reality and Augmented Reality