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 EXEEPIENCE PROGRAM MANAGER – Redmond, Washington

- Led a team of developers and testers in planning, writing requirements, and shipping Reading View for Windows Phone 8.1
- Drove project and wrote spec to collect user data about how users engage with Reading View and for what type of content
- 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** – 2nd Place win with safewalk a mobile app recommending the safest route at AT&T Hackathon
- Hiking and cycling. VR and AR