Bonnie Yu

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I'm focused on 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 EXERPIENCE 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

Knowledge Discovery Data Mining 2012 Matching System　　　　　　　　March 2012 - August 2012
PRODUCT LEAD & RECOMMENDATION ENGINE DEVELOPER – Ann Arbor, MI
- Worked with client to identify product requirements and hired team members to deliver project
- Lead a small team to deploy a web application that recommends researchers to students for the Knowledge Discovery Data Mining conference attended by ~1000 participants. Received positive feedback from attendees
- Developed recommendation engine with (py)Lucene for matching

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

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 . 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