

Bonnie Yu

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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

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 and planning for vNext on Windows and Windows Phone
- Developed supplemental materials ([Test Drive](#)) and prototyping tools for the program manager team

Press: [Introducing Reading View in IE11 Blog](#), [WP Central Article](#)

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
- 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) 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 – June 2010

SEARCH ACCOUNT ANALYST/MANAGER - Redmond, Washington

- Gained strategic buy-in from Chief Marketing Officers through optimizing paid search data and competitive landscape reports leading to a 25% increase in revenue of a \$4+ million portfolio for key advertisers such as Lenovo and T-Mobile
- Managed search associates to collect data for account performance reports
- Developed and designed Excel tool that charted graphs for 40 analysts; decreased process time from 5 hrs to 20 mins
- *Engineering*: Improved accuracy of price estimation algorithm by designing an A/B test for the adCenter KSP platform

SKILLS:

- Wireframing, Photoshop/Illustrator, Usability Research
- Python, C++, MySQL, MongoDB, HTML/CSS/Javascript
- 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** – 2nd Place win with [SafeWalk](#), a mobile app recommending the safest route at AT&T Hackathon (June 2013)