**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:**

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| **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](http://ie.microsoft.com/testdrive/browser/readingview/)) and prototyping tools for the program manager team

Press: [Introducing Reading View in IE11 Blog](http://blogs.msdn.com/b/ie/archive/2014/03/04/introducing-reading-view-in-ie-11.aspx), [WP Central Article](http://www.wpcentral.com/favorite-new-features-internet-explorer-11-windows-phone-81)

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| **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

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| **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](file:///\\vmware-host\Shared%20Folders\bonnieyu%20On%20My%20Mac\Dropbox\Michigan\career\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

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| **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

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| **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](safewalk.co), a mobile app recommending the safest route at AT&T Hackathon (June 2013)