**Bonnie Yu**

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**University of Michigan. Ann Arbor, MI**

*Masters of Information Science HCI & Data Mining*

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 EXERPIENCE PROGRAM MANAGER – Redmond, Washington*

* Lead a team of 4 (developers and testers) in designing and shipping Reading View for Windows Phone 8.1
* Design, storyboard, wireframe, and prototype for new features in IE11+ on Windows and Windows Phone
* Developed supplemental materials ([Test Drive](http://ie.microsoft.com/testdrive/browser/readingview/)) and prototyping tools in HTML/CSS for the program manager team

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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 and 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 – September 2008 |

*SEARCH ANALYST/MANAGER - Redmond, Washington*

* Gained strategic buy-in from Chief Marketing Officers through competitive landscape reports leading to a 25% increase in revenue of a $4+ million portfolio
* 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

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 on the adCenter Desktop tool with engineering

**SKILLS:**

* Photoshop/Illustrator, Prototyping in HTML/CSS/Javascript, Wireframing, Powerpoint, and Keynotopia, UX Research
* Python, C++, MySQL, MongoDB
* 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)