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| Bonnie Yu  *Passionate about product development and user experience.  Love prototyping and hacking new ideas to solve user problems.*  *Experience shipping product to millions of consumers.* | |  |  | | --- | --- | |  | [http://www.bonnieyu.com](http://nickchiang.com) | | http://www.iconsdb.com/icons/download/black/linkedin-3-256.png | [www.linkedin.com/in/bonnieyu1](http://www.linkedin.com/in/bonnieyu1) | |

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

*Masters of Information Science, Class of 2013*

Design: Interaction Design, Graphic Design, Usability Research, Cognitive Science

Engineering: Information Retrieval & Search, Data Structures and Algorithms

**Harvard College. Cambridge, MA**

*Bachelor of Arts, Economics, Class of 2006 with Citation in Mandarin*

WORK EXPERIENCE

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| **SurveyMonkey Intelligence** | August 2015 – Present |

*Product Manager II – San Francisco, CA*

* Launched the SurveyMonkey Intelligence dashboard, a new line of business that provides mobile usage engagement data, with a small team, composed of local and international developers
* Improved free to paid conversion rate by updating our designs and pricing plan structure
* Based on user feedback and A/B testing, defined and shipped new data reports and upgrade flows with engineering
* Partnered with marketing to on general acquisition; defined spec and shipped app ranking sites to improve SEO traffic
* Defined spec, designed UX/UI, and led development of Android mobile apps to acquire users for our mobile panel
* Partnered with billing, user auth, and legal teams to enable user account creation and payment processing

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| **Microsoft Corporation –Windows 10 Edge & Mobile IE 11** | July 2013 – December 2014 |

*UX PROGRAM MANAGER – Redmond, WA*

* Defined vision, wrote requirements, planned roadmap, and led developers to ship Reading View
* Improved our team’s understanding of user engagement by initiating and shipping data collection features
* Pitched and partnered with Cortana and Bing teams to develop Ask Cortana feature
* Based on user feedback, storyboarded and wireframed new interactions for Reading View & Ask Cortana for Windows 10
* Brainstormed and developed HTML/CSS/JS prototype of an improved Reading View layout
* Improve speed of Reading View button light up by partnering with navigation team to optimize code path

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| **KDD 2012 Matching System (sold)** | Freelance, March 2012 - August 2012 |

*PRODUCT LEAD & MATCHING 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

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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

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| **Microsoft Corporation – Online Services** | July 2010 – June 2011 |

*TRAFFIC QUALITY ENGINEER – Redmond, WA*

* 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 ANALYST/ACCOUNT MANAGER - Redmond, WA*

* 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, 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

* Python, MySQL, MongoDB. Libraries: jQuery, Lucene, pandas
* Sketch, Adobe Illustrator, inVision, HTML/CSS/Javascript, and basic Unity 3d
* Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping

INTERESTS

* Virtual Reality and experimenting with simple virtual reality apps using Unity 3d game engine
* Hackathons – 2nd Place win with safewalk a mobile app recommending the safest route
* Hiking and cycling.