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| **Bonnie Yu**  *Passionate about product development and UX.  Love prototyping and hacking new ideas to solve user problems.*  *Experience shipping product to millions of consumers.* | |  |  | | --- | --- | |  | (617) 319 - 2286 | |  | [yuqiaoyan@gmail.com](mailto:nick.chiang@gmail.com) | |  | [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 Courses: Graphic Design, Interaction Design, Usability Research, Cognitive Science

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 – Modern IE 11 & Windows 10 Spartan browser** | July 2013 – December 2014 |

*UX PROGRAM MANAGER – Redmond, Washington*

* Defined vision, wrote requirements, planned roadmap, and led developers to ship Reading View for Windows Phone 8.1
* Pitched, partnered, and managed Cortana and Bing work to deliver and ensure design consistency of Ask Cortana features
* Improved our team’s understanding of user engagement by initiating and shipping data collection features
* 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 via working with navigation team to optimize code path

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

*PRODUCT LEAD & RECOMMENDATION 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
* Developed recommendation engine with (py)Lucene for matching engine

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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, 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 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 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:**

* Adobe Illustrator, inVision, HTML/CSS/Javascript, Keynotopia with Powerpoint, Unity 3D
* Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping
* Python, C++ (novice), MySQL, MongoDB. Libraries: jQuery, Lucene, pandas, Matplotlib

**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
* Virtual Reality and Augmented Reality. Experimented with simple virtual reality apps with Unity 3D for Google Cardboard
* Hiking and cycling.