

Eva Yiwei Wu

Summary

Seeking to understand user behavior patterns and improve product usability through machine learning and human-computer interaction

Education

University of California, Berkeley 2020 (Anticipated)

Master of Information Management and Systems

Selected Coursework : Information Organization & Retrieval | Quantitative Research Methods | Data Analysis with Python | Applied Natural Language Processing | Principles and Techniques of Data Science | Applied Machine Learning | Database Management

Universität Zürich Fall 2019

Visiting Student in the Faculty of Business, Economics and Informatics

Selected Coursework : Advanced Statistics | Deep Reinforcement Learning Seminar

Syracuse University 2008 - 2012

B.A, Dual Majors in Advertising and International Relations

Research Experience

Graduate Student Researcher July 2019 - Present

Advisor: Aditya Parameswaran, Human-in-the-loop Data Science

- Research the work practices of automated machine learning's users to design tools that democratize data science and assist machine learning practitioners
- Design research questions, collect and analyze user behavior through ethnography and surveys

Graduate Student Jan 2020 - Present

Advisor: Joshua Blumenstock, Blockchain and Machine Learning

- Develop code and statistical models to conduct network analysis of blockchain systems

Graduate Student Aug 2018 - Nov 2019

Advisor: Niloufar Salehi, Human Computer Interaction

- Conducted qualitative studies of YouTube content creators' sense-making process of the YouTube algorithm and conceptualized alternative algorithms for fairness and transparency
- Published and presented the paper resulted from the study at CSCW 2019

Professional Experience

Director, Mobile Marketing Center of Excellence Jun 2015 - Aug 2018

Interactive Advertising Bureau, New York City & San Francisco

- Developed industry white papers to establish best practices for mobile marketing
- Led working groups of industry experts to define industry challenges and to develop guidelines
- Nurtured relationships with senior-level stakeholders of IAB member companies
- Senior manager: June 2015 - December 2016

Associate Product Manager, Mobile and Emerging Products Dec 2013 - Jun 2015

Xaxis (part of WPP), New York City

- Launched and managed location-based and cross-screen advertising products that accounted for \$10 million in billing in 2014 and managed product sales, operations and analytics
- Worked with analytics team to develop strategies for measuring advertising effectiveness
- Developed feature enhancements that further support clients' businesses
- Product associate: December 2013 - September 2014

Consumer Insight Associate Jul 2012 - Jun 2013

Wunderman (part of WPP), New York City

- Analyzed pipeline data using Excel pivot tables; optimized data-mining process
- Researched best practices in CRM and mobile, digital, and social marketing
- Developed competitive analyses for Fortune 100 brands

Skills

Programming Language

Python
R
SQL

Design

Prototyping
Figma
InDesign

Research Methodology

Grounded Theory Methods
Ethnography
Focus Group
Quantitative Survey

Language

English (Native)
Mandarin (Native)
German (A2)

Publication

Wu, E., Pedersen, E., and Salehi, N., Agent, Gatekeeper, Drug Dealer: How Content Creators Craft Algorithmic Personas. *Proc. ACM Hum.-Comput. Interact.* 3, CSCW, Article 219 (November 2019)

Honors & Awards

Chancellor's Merit
Scholarship

Ambassador Goodwin
Cooke Award for
Leadership in International
Relations

Contact

eva.wu@berkeley.edu
+1 (917) 946-5381
300 Gooding Way, #332
Albany, CA 94706