

# Claire Chen

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clairecyu.github.io

## EDUCATION

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**University of Pennsylvania**, Philadelphia, PA

August 2015 – May 2019

- Bachelor of Arts in Cognitive Science, Fine Arts
- Cumulative GPA: 3.94/4.00
- Honors: Summa Cum Laude, Member of Phi Beta Kappa, Penn Dean's List 2015 - 2019

## WORK EXPERIENCE

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**Riiid Labs (\$250M raised)**, Seattle, WA

August 2021 – Present

*Product Manager*

- Conduct market research, competitor analysis, and user interviews to define project goals and high level requirements.
- Define personas, project roadmap, and detailed requirements to create a backlog of user stories for development.
- Collaborate with designers and engineers to produce wireframes, A/B testing strategies, and technical specifications.
- Lead the development process from building the application to planning its go-to-market and maintenance strategies.

### Selected Project Experience

- Launched a new admin management platform for a B2B standardized test mobile app, enabling the client to manage user access, create paywall bypass codes, and download analytics reports on demand.
- Standardized Riiid's product success analysis workflow by defining KPIs and associated metadata to send from Riiid's products to Amplitude and creating a master dashboard to track user, performance, and revenue data.
- Leading the UX and go-to-market strategies for Riiid's live math problem scanner app. Designed and shipped multiple high-profile features (e.g. push notifications, AI-driven search flow, and history UI).

**Adobe**, San Francisco, CA

July 2019 – August 2021

*Business Consultant & Product Owner*

- Defined project roadmap and feature requirements for large enterprise engagements totalling over \$30+ million.
- Designed site architecture, assets taxonomy, and metadata properties that optimize content search and management.
- Facilitated cross-functional scrum ceremonies such as sprint planning, internal testing, UAT, and client demos.
- Awarded Consultant of the Quarter, a distinction received by 12 people across the Professional Services organization.

### Selected Project Experience

- Developed a customized AEM platform for a telecommunications client, delivering over 50 UI components, full eCommerce integration, and enhanced assets taxonomy that streamlines the marketing materials creation process.
- Launched over 25 websites across different departments for a state government client, in addition to a new branding guide and a library of over 40 drag and drop UI components that enable efficient, code-free content updates.
- Customized AEM to be a headless content management system for a multi-billion mass media corporation to optimally store and deliver content to different streaming and webpage services.

**Penn Design**, Philadelphia, PA

September 2016 – May 2019

*Digital Designer*

- Delivered marketing strategies and branding materials for local businesses, including but not limited to Rebel Ventures, The Stuart Weitzman School of Design, Philadelphia Center of Innovation, Penn Museum.
- Produced UX mockups for websites and built sample art portfolio sites using HTML, CSS, JavaScript.

## SKILLS

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- *Computer Science*: Java, HTML, CSS, JavaScript, SQL, Regex, and Data Structures and Algorithms
- *Design*: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere, After Effects, Harmony, Maya
- *Product Management*: Agile development, A/B testing & experimentation, Adobe Marketing Cloud, Jira, WCAG