

Eileen Chen

Product Designer

www.eileenzchen.com

ezch09@gmail.com

(240) 481-0447

linkedin.com/in/eileenzchen

About Me

Not your average designer—my skills lie in product design, engineering, and cross-team collaboration. As someone who's designed and coded digital experiences, I can empathize with dev teams and understand tech requirements to ensure shippable, high-quality designs.

Experience

Capital One, Senior Assoc. Full-Stack Developer

San Francisco | Aug 2021 - present

- Implementing new components and user flows for a cohesive and accessible search experience on capitalone.com
- Developing and launching machine learning and A/B tests with Adobe Target for Capital One's homepage, digital hub, and blog
- Mentoring junior engineers and interns, supporting onboarding to their teams and tech stacks, and helping them grow their careers
- Cross-collaborated with 15+ stakeholders across design, brand, and product to launch a redesigned article layout for capitalone.com

Fitvio, Head of Design

Remote | Oct 2020 – Feb 2021

- Designed Fitvio's brand guidelines and socialized them with the team to establish a cohesive brand identity
- Championed human-centered design and design thinking within the team by leading customer empathy workshops
- Created Fitvio's product roadmap with co-founders

CMU HCI Institute, Research Assistant

Pittsburgh | Jan – May 2019

- Designed and playtested a Unity desktop game based on social efficacy theory to promote positive cybersecurity behaviors
- Co-published a paper in the Association for Computing Machinery

Case Studies

Weee!, Product Designer

San Francisco | Apr – Jun 2023

- Redesigned the Weee! mobile app's grocery purchasing journey to inspire shoppers and drive increased e-grocery sales
- Created moments of surprise and delight during checkout, using AI to personalize and generate add-on grocery items
- Conducted in-depth user interviews and usability tests to gather insights for redesigning the Weee! mobile app

Education

Carnegie Mellon University

B.S. Information Systems

Minor Human-Computer Interaction

Aug 2017 – May 2021

GPA: 4.0 / 4.0

Skills

Interaction Design

User Experience Design

Interactive Prototyping

Visual Design

User Research & Testing

Service Design

AI Design

Accessible Design

Design for Social Good

Storytelling

A/B Testing

Tools

Figma

Pen & Paper

HTML / CSS

Javascript

React

Angular

Adobe Suite

Awards & Certificates

AWS Solutions Architect Certification

CMU Presidential Scholarship

Phi Beta Kappa Honor Society

Alpha Iota Delta Honor Society

Andrew Carnegie Scholar

CMU Outstanding Female Award

Senior Leadership Recognition