

Eileen Chen

product designer x engineer

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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, Software Engineer

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
- Cross-collaborated with 15+ stakeholders across design, brand, and product to launch a redesigned article layout for capitalone.com
- Automated changes in ownership for the data management system, creating different experiences for varying levels of leadership

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
- Built a user onboarding prototype for the Fitvio web app
- Evangelized human-centered design with the team through persona and customer journey 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
- Published a paper in the Association for Computing Machinery in collaboration with the PhD researcher and engineer

Projects

Weee!, Product Researcher & 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

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

Service Design

AI Design

Accessible Design

Design for Social Good

Storytelling

User Testing

Tools

Figma

Illustrator

InDesign

Balsamiq

Pen & Paper

HTML / CSS

Javascript

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