Rachel Chen

Product Designer

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EXPERIENCE

Royal Bank of Canada (RBC)   May - Aug 2024
Software Developer Intern

- Executed the product strategy, design, and development of a net new tool for the Global HR Advice Centre with a projected **$2.15M** in annual cost savings by reducing average call times by **19.5%**, eliminating **21%** of call interactions, and achieving **93%** adoption.
- Built, deployed, and handed off a **patent-pending** software solution, implementing a search engine and AI agent powered by a custom RAG model to enhance the HR experience for **90,000+** employees.
- Received **96%** positive feedback from **over 160 employees** and earned recognition from executive stakeholders, including **RBC's CTO**.

Onova   Jan 2023 - May 2024
Product Designer & Front-End Engineer

- Generated **$40,000** in additional annual revenue through leading the design of an innovation management platform for **Fortune 500 companies**. Achieved a **4.6/5** UX rating from **1,000+** users in the first month.
- Served as the founding designer and front-end engineer of a novel AI poker coach, delivering an MVP in **3 weeks** and achieving profitability in **4 months**.
- Hosted a **UX & Figma workshop** for **200+** professionals at the Google Cloud x Capgemini GenAI Hackathon.

Strategicly   Aug - Dec 2023
UX Design Intern

- Spearheaded the brand identity and website redesign of an **international logistics company** client.
- Boosted landing page **conversion rates by 26%**, employing A/B testing and competitive analysis.

FELLOWSHIPS

Ivey Product Fellowship   Jan - Feb 2024
LinkedIn Product Analysis

- Presented a proposal and product requirements document to implement in-platform job tracking on LinkedIn.

RBC Design Thinking Fellowship   Sept - Dec 2023
Mura

- Spearheaded user research, discovery, and product design of an online community for navigating parenthood.

COMMUNITY

Hack Western   April 2024 - Present
Product Designer

- Designing an engaging and intuitive application experience for **1300+** applicants in collaboration with web development, logistics, and marketing.

Western Founders Network   Jan 2023 - May 2024
Vice President of Design, Co-Chair of Product Design Sprint

- Led a team of **12** organizers for **Western's largest design event** with **250+** attendees, increasing participation by **157%** from the previous year and secured partnerships with **Accenture, Balsamiq, and BMO**.

GreenSort Sustainability Initiative   May 2023 – Feb 2024
Co-Founder

- Spearheaded a green bin pilot program and launched a new feature to University Student Council's mobile app. Secured **over $1000** in funding.

EDUCATION

Ivey Business School   Expected May 2026
Honours in Business Administration

Western University   Expected May 2026
BSc in Computer Science

- Western National Scholarship
- Western Scholarship of Excellence

Grow with Google   2022
UX Design Certificate

COMPETITION AWARDS

UX Laurier Designathon 2024
1st Place

DataQuest 2023
1st Place

Pitch the Future
1st Place

Hack Western X
2nd Overall, Best Use of Google Cloud

SheHacks+ 8
1st Overall

UofT Hacks X
Best Cohere Hack

MetHacks
Best Health Hack

Hack the North 2023
Best Eye-Tracking Device Hack

SKILLS

User Research	Usability Testing
User Experience Design	Affinity Mapping
Interaction Design	Agile Methodologies
Visual Design	Storytelling
Design Systems	Radical Empathy

TOOLS

Figma	Javascript
Adobe Suite	React
Framer	HTML/CSS
Webflow	Python
FigJam	Java
Miro	SQL
Mural	Git