Rachel Chen

Builder with a passion for human-centric experiences.

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EDUCATION

Western University / BSc in Computer Science *(GPA: 3.9/4.0)*   Expected 2026
- Western National Scholarship ($30K), Western Scholarship of Excellence ($10K); RBC Design Thinking Program

Ivey Business School / Honours in Business Administration   Expected 2026

Google / UX Design Certificate   2022

WORK EXPERIENCE

RBC / Developer Intern, Amplify Program   May 2024 – Present
- Execute the branding, product design, and development of a net new internal HCM application, encompassing user research, storyboarding, usability testing, high-fidelity prototyping, systems design, and full-stack development.

Onova / Product Designer   Jan 2023 – April 2024
- Led the product design of an innovation management platform for Fortune 500 companies, generating $40K in additional annual revenue and achieving a user experience rating of 4.6/5 from over 1,000 users within the first month of launch.
- Spearheaded branding, product design, and front-end development of an AI poker coach SaaS in a lead founding product team, delivering an MVP in 3 weeks and achieving profitability within 4 months.
- Hosted a UX Design & Figma workshop for 200+ professionals at the Google Cloud x Capgemini GenAI Hackathon.

Strategicly / UI/UX Design Intern   Aug 2022 – Dec 2022
- Boosted conversion rates by 26% through a strategic landing page redesign, leveraging A/B testing and competitive analyses to optimize usability and customer experience.
- Gathered insights through user testing and weekly demos to key stakeholders, continuously incorporating feedback.

rchen.studio / Founder   Jun 2020 - Nov 2022
- Founded and led a design agency, managing over 60 clients, ranging from local retail businesses to emerging tech startups.
- Established and maintained long-term client relationships, closing 4-figure projects as a solo entrepreneur.

Hey Bijou Jewelry / Founder   May 2020 – Jan 2021
- Launched a personalized jewelry e-commerce brand. Worked with international suppliers and ran marketing campaigns.

LEADERSHIP EXPERIENCE & CAMPUS INVOLVEMENT

Western Founders Network / Vice President of Design   Sep 2022 – May 2024
- Co-chaired Western's largest design competition, Product Design Sprint, leading a team of 12 in end-to-end planning and execution. Grew participants by 150% from the previous year. Secured partnerships with Accenture, Balsamiq, and BMO.

Western AI / Product Manager   Aug 2022 – May 2023
- Led a team of 4 developers to build a real-time sign language translator using computer vision and a custom model.

Other / Ivey Business Review, Hip Hop Western, The IX Dance Team, CAISA Fashion Show, Chinese Student Association

PERSONAL PROJECTS

Linkedin Product Review   Jan – Feb 2024
Developed a product requirements document and a prototype for a solution to enhance LinkedIn's job-searching experience.

GreenSort Sustainability Initiative   May 2023 – Jan 2024
Spearheaded a green bin pilot program and launched a new app on campus in a team of 4. Secured over $1000 in funding.

COMPETITIONS

UX Laurier Designathon / 1st Place

DataQuest / 1st Place

Pitch the Future / 1st Place

SheHacks+ / 1st Overall

Hack Western / 2nd Overall & Best Use of Google Cloud

UofT Hacks / Best Cohere Hack

MetHacks / Best Health Hack

Hack the North / Best Eye-Tracking Device

SKILLS

Design / User Research, Wire Framing, Prototyping, UI Design, Usability Testing, Design Systems, Brand Design

Other / Web Development, Data Visualization, Agile Methodologies, Radical Empathy

TOOLS

Design / Figma, Adobe XD, Illustrator, Photoshop, InDesign, Webflow, Miro, Mural

Technical / Javascript, HTML, CSS, Python, Java, SQL