

Rachel Chen

Builder with a passion for human-centric experiences.

rachelchen.tech
linkedin.com/in/rachel-jiayi-chen/
rachelc0715@gmail.com
647-409-8546

EDUCATION

- Western University** / BSc in Computer Science 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 product design and development of a net new internal HCM tool, encompassing user research, storyboarding, usability testing, high-fidelity prototyping, systems design, and full-stack development.
 - Collaborate with a lean cross-functional team to understand and solve problems for the business and users.
 - Develop Figma prototypes using RBC's internal design system and engineer the front end using the UI component library.
- Onova** / Product Designer & Front-End Developer 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.
 - Collaborated with other Product Designers, Product Managers, and Software Developers to bring an [AI poker coach](#) product from 0 to 1. Delivered an MVP in 3 weeks and spearheaded data-driven product decisions.
 - Created and led 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 user 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 SaaS startups.
 - Cultivated and maintained long-term client relationships, closing 4-figure projects as a solo entrepreneur.

LEADERSHIP EXPERIENCE & CAMPUS INVOLVEMENT

- Western Founders Network** / Vice President of Design Sep 2022 – Present
- Co-chaired Western's largest design competition, [Product Design Sprint](#), leading a team of 12 in end-to-end planning. 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.
- Hey Bijou Jewelry** May 2020 – Jan 2021
- Launched a personalized jewelry e-commerce brand. Communicated with international suppliers and ran marketing campaigns.

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** / Design Thinking, Human-Centric Design, User Research, Usability Testing, Wire Framing, Prototyping, UI Design, Design Systems
- Other** / Agile Methodologies, Communication, Radical Empathy

TOOLS

- Design** / Figma, Adobe XD, Illustrator, Photoshop, InDesign, Webflow, Miro, Mural
- Technical** / Javascript, HTML, CSS, Python, Java, SQL