

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 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