

RACHEL CHEN

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EDUCATION

Western University

London, ON, CA

BSc in Computer Science, Advanced Entry Opportunity for Ivey HBA (GPA: 3.93, 91.3% average)

Expected 2026

- Western National Scholarship (\$30K); Western Scholarship of Excellence (\$10K); RBC Design Thinking Program

Google

Remote, CA

Certificate in UX Design (96% average)

2022

- Learned foundational UX principles, including user-centered design, usability testing, accessibility, and interaction design

WORK EXPERIENCE

Onova

Toronto, ON, CA

Product Designer & Front-End Developer

Jan 2023 – Present

- Spearheaded product design of a B2B hackathon management platform for Fortune 500 clients that scaled to **\$90K+** in additional annual revenue and secured a **user experience rating of 4.6/5** from **over 1,000 active users** in the first month of launch.
- Led design meetings with high-profile stakeholders, notably the Global Marketing & Communications Director at Capgemini.
- Designed and presented Visual Design, Figma, and How to Win Hackathons workshop for **200+ industry professionals**, boasting a **96% positive rating**, for the **Capgemini x Google Cloud GenAI Hackathon 2023**.
- Championed the **end-to-end user-centered design process** of a natural language processing AI product as the founding designer, working closely with the developers and product managers in a cross-functional team setting.

Strategicly

Remote, CA

UX/UI Design Intern

Aug 2022 – Jan 2023

- Optimized the company's website customer experience, realizing a conversion rate boost of **26%** in just two months.
- Conceptualized and executed the visual brand identity for an international logistics company with high attention to detail.

rchen.studio

Remote, CA

Founder

Jun 2020 - Nov 2022

- Established a design agency, building brand identities and growing the online presence of **60+ clients** from retail businesses to emerging SaaS companies, maintaining a **98% client satisfaction rate**.

LEADERSHIP EXPERIENCE & CAMPUS INVOLVEMENT

Western Founders Network

London, ON, CA

Vice President of Design

Sep 2022 – Present

- Host Product Design Sprint, Western's first and only design competition, attracting **hundreds of global participants** annually.
- Streamlined the design portfolio by introducing a liaison structure, increasing efficiency and enhancing communication.

Hip Hop Western

London, ON, CA

Hip Hop Team Leader

Jan 2023 – Present

- Direct, instruct, and choreograph hip-hop dance for teams of students through weekly practice sessions.

Western AI

London, ON, CA

Project Lead

Sep 2022 – May 2023

- Led a team of developers in building a real-time sign language translator using **OpenCV**, **MediaPipe**, and **Scikit Learn**.

Other: Ivey Business Review, The IX Dance Team, Westside Freestyle Crew, Caisa Fashion Show, Chinese Student Association

PERSONAL PROJECTS

GreenSort Sustainability Initiative

May 2023 – Present

Piloting a green bin program at Western University with a team of 4 students in coordination with Western's Housing Committee, Sustainability Committee, Student Council, as well as the City of London. Secured **over \$1000 in funding** for the project.

Hey Bijou Jewelry

May 2020 – Jan 2021

Launched a personalized jewelry e-commerce brand. Communicated with international suppliers and ran digital marketing campaigns.

HACKATHON PROJECTS

[Visionary](#) (2023)

Best Eye-Tracking Device at Hack the North

An eye-tracking program that signals you to look 20 feet away for 20 seconds every 20 minutes of staring at your screen.

[Too Long; Didn't Watch](#) (2023)

Best Cohere Hack at UoftHacks

A program that translates YouTube video links into organized notes using natural language processing.

[ZenSphere](#) (2023)

Best Healthcare Hack at MetHacks

A chrome extension that blocks out triggering content for those with eating disorders and body dysmorphia on the web.

[ClimateSnap](#) (2023)

Best Climate Hack at MapleHacks

A program that uses Tensorflow object detection and image recognition alongside OpenAI NLP to educate on climate change.

SKILLS, AWARDS, & INTERESTS

Skills: Python, Java, JavaScript, HTML/CSS | React, Node, Flask | Figma, Adobe CC, Webflow | Design Thinking, Radical Empathy

Competition Awards: 1st Place in [DataQuest](#), 1st Place in [Pitch the Future](#), 2nd Place in [Climate Change-Makers Challenge](#), Semi-Finalist in Youth Impact Challenge

Interests: Entrepreneurship, Dance, Videography, Music, Notion, Storytelling, Social Psychology, Philosophy of Logic and Ethics