RACHEL CHEN

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EDUCATION

Western University — London, ON, CA
Bachelor of Science in Computer Science — *Expected 2026*
- Western National Scholarship ($30K); Western Scholarship of Excellence ($10K); RBC Design Thinking Program

Ivey Business School — London, ON, CA
Honours in Business Administration — *Expected 2026*

Google — Remote, CA
Certificate in UX Design — *2022*

WORK EXPERIENCE

RBC — Toronto, ON, CA
Developer Intern, RBC Amplify — *May 2024 – Present*
- Execute the product strategy, design, and development of a new corporate HCM tool, leveraging data-driven insights and maintaining communication with key stakeholders.
- Collaborate within a lean cross-functional team to build a proof-of-concept, including gathering product requirements, conducting user research, ideating solutions, prioritizing features, and writing technical documentation.

Onova — Toronto, ON, CA (Hybrid)
Product Designer & Developer — *Jan 2023 – April 2024*
- Led the product design of an innovation management platform for Fortune 500 clients, contributing to an additional $40K+ in annual revenue and achieving a user experience rating of 4.6/5 from over 1,000 active users in the first month.
- Facilitated design meetings with high-profile stakeholders, including the Global Marketing & Communications Director at Capgemini.
- Developed and presented a UX Design and Figma workshop for 200+ industry professionals, receiving a 96% positive rating.
- Spearheaded the end-to-end design process of an AI poker product (PokerGPT), working closely with engineers and product managers, presenting weekly product demos, and tracking Key Performance Indicators.

Strategicly — Remote, CA
UI/UX Design Intern — *Aug 2022 - Dec 2024*
- Enhanced the company's conversion rate by 26% through a strategic redesign of the landing page, utilizing A/B testing to optimize user experience and drive engagement.
- Developed brand identity for an international logistics company, ensuring alignment with client requirements with direct communication.

rchen.studio — Remote, CA
Founder — *Jun 2020 - Nov 2022*
- Founded a design agency, growing the online presence of over 60 clients ranging from small retail businesses to emerging SaaS companies, maintaining a 98% client satisfaction rate.

UNIVERSITY LEADERSHIP EXPERIENCE

Western Founders Network — London, ON, CA
Vice President of Design — *Sep 2022 – Present*
- Co-chaired Western's largest design competition, Product Design Sprint, leading a team of 12 in managing event logistics, securing sponsorships, and executing marketing strategies. Achieved a 150% increase in participation from the previous year and secured corporate partnerships with Accenture, Balsamiq, and BMO.
- Implemented a liaison structure to streamline the design portfolio, boosting efficiency and enhancing team communication.

Western AI — London, ON, CA
Product Manager — *Sep 2022 – May 2023*
- Led a team of 4 developers to create a real-time sign language translator using computer vision and a custom-trained model.
- Coordinated project milestones, facilitated weekly stand-ups, and managed feature prioritization, resulting in a functional prototype.

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

PERSONAL PROJECTS

LinkedIn Product Review — *Jan – Feb 2024*
- Wrote a product requirements document and built a Figma prototype for a solution to improve LinkedIn's job-searching experience.

GreenSort Sustainability Initiative — *May 2023 – Jan 2024*
- 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, and 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

Empa (2024) — 1st Overall @ SheHacks+
- A facial expression detection program that uses a custom-trained model alongside OpenAI's NLP API to improve emotional wellness.

INFU: I'll Never Forget You (2023) — 2nd Overall & Best Use of Google Cloud @ Hack Western
- A wearable device and web app that uses computer vision and machine learning to help you remember the people you meet.

Visionary (2023) — Best Eye-Tracking Device @ Hack the North
- An eye-tracking program for reminders 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 @ UoftHacks
- A program that translates YouTube video links into organized notes using natural language processing.

SKILLS, AWARDS, & INTERESTS

Tools: Figma, Adobe CC (XD, Illustrator, Photoshop) | Python, Java, JavaScript, HTML, CSS, PHP, SQL | Miro, Mural, Git, JIRA
Skills: Design Thinking, Human-Centric Design, Data Analysis, Data Visualization, Agile, Communication, Radical Empathy
Competition Awards: 1st Place in UX Laurier Designation, 1st Place in DataQuest, 1st Place in Pitch the Future, 2nd Place in Climate Change-Makers Challenge, 2nd Place in Overhaul Case Competition, Semi-Finalist in Youth Impact Challenge
Interests: Entrepreneurship, Data Science and AI, Dance, Travel, Photography, Storytelling, Social Psychology, Philosophy