

# Rachel Chen

Builder with a passion for human-centric experiences.

[rachelchen.tech](https://rachelchen.tech)  
[linkedin.com/in/rachel-jiayi-chen/](https://linkedin.com/in/rachel-jiayi-chen/)  
rachelc0715@gmail.com  
647-409-8546

## EDUCATION

- Western University / BSc in Computer Science (GPA: 3.9/4.0)** Expected 2026
- Western National Scholarship (\$30,000), Western Scholarship of Excellence (\$10,000); [RBC Design Thinking Program](#)
- Ivey Business School / Honours in Business Administration** Expected 2026
- Google / UX Design Certificate Program** 2022

## WORK EXPERIENCE

- RBC / Developer Intern, Amplify Program** May 2024 – Present
- Executed the product strategy, design, and development of a net new HCM tool for the Global HR Advice Centre, resulting in a **17% decrease in call times** with a projected **\$1,150,000 in annual cost savings**.
  - Built, validated, and deployed a **patent-pending** software solution, implementing a custom AI model using retrieval augmented generation to enhance the HR employee experience for **90,000+ employees** across the organization.
- 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.

## 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