

RACHEL CHEN

rachelchen.tech | rachelc0715@gmail.com | [Linkedin](#) | 647-409-8546

EDUCATION

Western University

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

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

London, ON, CA

Expected 2026

Google

Certificate in UX Design (96% average)

Remote, CA

2022

WORK EXPERIENCE

RBC

Incoming Developer Intern

Toronto, ON, CA

Starting May 2024

Onova

Product Designer & Front-End Developer

Toronto, ON, CA (Hybrid)

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

UX/UI Design Intern

Remote, CA

Aug 2022 – Jan 2023

- Conceptualized the brand identity for an international logistics company and optimized the company's website's UX and CX.

rchen.studio

Founder

Remote, CA

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

Vice President of Design

London, ON, CA

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

Hip Hop Team Leader

London, ON, CA

Jan 2023 – Present

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

Western AI

Project Lead

London, ON, CA

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

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.

May 2023 – Present

Hey Bijou Jewelry

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

May 2020 – Jan 2021

HACKATHON PROJECTS

Empa (2024)

A facial expression detection program that uses a custom trained model alongside OpenAI NLP API to improve emotional wellness.

1st Overall @ SheHacks+

INFU: I'll Never Forget You (2023)

A wearable device and web app that uses computer vision and machine learning to help you remember the people you meet.

2nd Overall & Best Use of Google Cloud @ Hack Western

Visionary (2023)

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

Best Eye-Tracking Device @ Hack the North

Too Long; Didn't Watch (2023)

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

Best Cohere Hack @ UoftHacks

ZenSphere (2023)

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

Best Healthcare Hack @ MetHacks

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](#), 2nd Place in Overhaul Case Competition, Semi-Finalist in Youth Impact Challenge

Interests: Entrepreneurship, Dance, Photography & Videography, Music, Notion, Storytelling, Social Psychology, Philosophy