Rachel Chen

Product Designer

rachelchen.tech
linkedin.com/in/rachel-jiayi-chen
rachelc0715@gmail.com

EXPERIENCE

Biogenesis   Sept 2024 - Present
Product Design Consultant (Contractor)
- Optimizing the launch of an novel biotech product by providing consultation on user flow, accessibility practices, and design language.

Royal Bank of Canada (RBC)   May - Aug 2024
Software Developer Intern
- Executed the end-to-end product design and development of a net new enterprise tool for the Global HR Advice Centre with a projected **$2.15M** annual cost savings, reducing call times by **19.5%** and eliminating **21%** of calls.
- Pitched to and received recognition from the **Chief Technology Officer** and various executive stakeholders for the solution's feasibility and impact.
- Deployed and handed off a **patent-pending solution**, implementing a search engine and AI agent powered by a **custom RAG model** to streamline authentication processes and accelerate resolutions for **90,000+** employees..

Onova   Jan 2023 - May 2024
Product Designer & Front-End Engineer
- Generated **$40,000** in additional annual revenue through leading the design of an innovation management platform for **Fortune 500 companies**. Achieved a **4.6/5** UX rating from **1,000+** users in the first month.
- Served as the founding designer and front-end engineer of a proprietary AI poker coach, delivering an MVP in **3 weeks** and achieving profitability in **4 months**.
- Hosted a **UX Design & Figma workshop** for **200+** professionals at the Google Cloud x Capgemini GenAI Hackathon.

Strategicly   Aug - Dec 2023
UX Design Intern
- Boosted landing page conversion rates by **26%** through strategic redesign, utilizing A/B testing and competitive analysis.
- Spearheaded the brand identity and website redesign of a global logistics client.

FELLOWSHIPS

Ivey Product Fellowship   Jan - Feb 2024
LinkedIn Product Analysis
- Presented a proposal and PRD to implement in-platform job tracking on LinkedIn.

RBC Design Thinking Fellowship   Sept - Dec 2023
Mura
- Led the research and design of an online community for navigating parenthood.

COMMUNITY

Hack Western   April 2024 - Present
Product Designer
- Designing an engaging and intuitive application experience for **1300+** applicants in collaboration with web development, logistics, and marketing.

Western Founders Network   Jan 2023 - May 2024
Vice President of Design, Co-Chair of Product Design Sprint
- Led a team of **12** organizers for **Western's largest design event** with **250+** attendees, increasing participation by **157%** from the previous year and secured partnerships with **Accenture, Balsamiq, and BMO**.

GreenSort Sustainability Initiative   May 2023 – Feb 2024
Co-Founder
- Reduced waste cross-contamination by **2000 tons of CO_2** by advising Western University on introducing a green bin program; secured **$5,000** in funding.
- Launched a waste classification feature for the official university mobile app with a **98%** accuracy rate, educating **5,800 student users** on sustainable practices.

EDUCATION

Ivey Business School   Expected May 2026
Honours in Business Administration

Western University   Expected May 2026
BSc in Computer Science
- Western National Scholarship
- Western Scholarship of Excellence

Grow with Google   2022
UX Design Certificate

COMPETITION AWARDS

UX Laurier Designathon 2024
1st Place

DataQuest 2023
1st Place

Pitch the Future
1st Place

Hack Western X
2nd Overall, Best Use of Google Cloud

SheHacks+ 8
1st Overall

UofT Hacks X
Best Cohere Hack

MetHacks
Best Health Hack

Hack the North 2023
Best Eye-Tracking Device Hack

SKILLS

User Research	Usability Testing
User Experience Design	Affinity Mapping
Interaction Design	Data Analysis
Responsive Design	Agile Methodologies
Visual Design	Storytelling
Design Systems	Radical Empathy

TOOLS

Figma	Javascript
Adobe Suite	React
Framer	HTML/CSS
Webflow	Python
FigJam	Java
Miro	SQL
Mural	Git