

CHIUFANG (REBECCA) CHEN
(617) 251-0575 | chiubeca@mit.edu

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

School of Engineering & Sloan School of Management
M.S., Engineering and Management, expected May 2026

- Fellow, System Design and Management Program

Cambridge, MA
2024 – Present

NATIONAL TAIWAN UNIVERSITY (NTU)

Bachelor of Business Administration, International Business

Taipei, Taiwan
2016 – 2020

EXPERIENCE

PYRAMID SYSTEMS, INC.

AI Product Intern

- Led a cross-functional brainstorming workshop with 10+ stakeholders (engineers, analysts, sales), applying JTBD methodology to generate and prioritize 15+ AI use cases for government-sector adoption
- Developed a weighted, model-based evaluation framework to rank prototypes by ROI and value alignment, enabling faster, evidence-based decision-making for AI
- Pitched top 3 AI product concepts to the CEO, framing strategic opportunities and shaping early-stage AI roadmap discussions across business units

Fairfax, VA
Summer 2025

CATHAY FINANCIAL GROUP

Composed of insurance, securities, banking, and other diversified financial institutions, serving more than 13 million customers

Product Manager(2023-2024), Business Strategist(2022-2023)

Product Strategy

- Identified a partnership opportunity by analyzing public and internal data, revealing <10% penetration among under-25 mobile payment users despite 33% market share. Initiated collaboration to acquire younger customers.
- Led cross-functional implementation of e-payment integration into mutual fund investment accounts, improving digital UX and increasing order completion by 7%

Product Management & Development

- Collaborated with the engineering team over six months to define technical requirements and milestones using the waterfall methodology, ensuring alignment with business objectives and successful product delivery
- Examined technical assessments and feasibility of the API documentation between Cathay and electronic payments Companies by utilizing Postman, AES encryption tool, and Hash calculator to guarantee seamless integration of API's requests and responses in the payment sector
- Aligned 30+ stakeholders across legal, marketing, and operations to deliver product rollout, balancing regulatory compliance, speed, and user experience.

Taipei, Taiwan

2022 – 2024

GROUNDHOG TECHNOLOGIES

Leading SaaS company in mobile network and telecom providing data analysis and visualization tools

Associate Product Manager

Product Management & Development

- Led end-to-end development of Covmo Geo-Analysis, a flagship web-based product that provides geo-located intelligence to telecom operators, driving the upgrade of 26% of clients to the new system by aligning the product roadmap with customer needs and market demands
- Headed key product feature development by conveying feature concepts with wireframes, collaborating with product designers to refine UI/UX mocks, drafting a clearly defined PRDs, and working closely with data engineers and front-end/back-end engineers to ensure successful implementation
- Facilitated engineering workflow by creating test cases for quality assurance, identifying root causes of bugs using Chrome DevTools, and assigning tasks to the appropriate teams for resolution

Data Analysis & Optimization

- Enhanced data accuracy and flexibility for clients and reduced storing capacity by 60% to fulfill data visualization and query efficiency
- Ensured data quality and reliability by writing SQL queries to audit outputs and resolve inconsistencies across telecom network datasets

Taipei, Taiwan

2020 – 2022

ADDITIONAL INFORMATION

- Technical Skills: Python, SQL, Figma, Chrome Devtools, n8n
- Certifications: AWS AI Practitioner
- Hobbies: Certified PADI Open Water Freediver and a chess lover