

# Rachel Joy Copreros

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## Experience

### DOZR

Product Design Intern  
May - Aug 2023

Designed mobile-first, e-commerce solutions for the demand and supply side of the largest rental marketplace in North America, used by **3K** users daily. Developed user flows, managed project scope, and conducted competitive analysis.

Spearheaded **5+** product design initiatives, using data-driven insights and working cross-functionally with key project stakeholders, team executives, and engineering team.

### Questtrade

Web Developer Intern  
Sep - Dec 2022

Implemented **WCAG/AODA** compliant web optimizations to improve customer experience on QuestMortgage, visited by **6K** daily users.

Worked with designers to conduct **competitive analysis** and **user research** to support **wireframes** of a new mortgage feature.

### Searchspring

Software Developer Intern  
Jan - Apr 2022

Led the **UI/UX redesign** of an Asana API-based Kanban app with **TypeScript** and **HTML/CSS** to improve user experience, increasing the number of users by **400%**.

Achieved front-end feature parity of the app to make it reactive with **Vue**, improving page speed for **100+ employees** in the organization.

## Projects

### Projectify

WIE Hackathon, 2nd place  
Nov 2022 - Jan 2023

Scoped, designed, and prototyped a mobile solution to aid girls to break into STEM by building their portfolio, in a **team of 4**.

Wireframed iterations of features based on feedback. Led the creation of user flows and information architecture. Developed the app using **React Native**, **JavaScript**, and **AWS Amplify**.

### Thrive

UXL Hackathon, Most Innovative Solution Nominee  
March 2022

Led the design for a mobile solution to help students discover ways to practice self-care. Led user research and prioritized pain points using an **Affinity Map**. Collaborated with a partner to iteratively design features, creating a final prototype.

### Portfolio

Personal Project  
Oct 2022 & August 2023

Designed and developed my portfolio, in **React** and **Tailwind CSS**. Conducted analysis of other portfolios to support design decisions of wireframes in **Figma**, wireframing several iterations.

## Skills

### Design

Wireframing, Prototyping, Visual Design, Interaction Design, User Research, User Interviews, Product Thinking, Information Architecture, Usability Testing

### Technology

TypeScript, JavaScript, React, Vue, React Native, HTML/CSS, Python, C++

## Education

### University of Waterloo

Systems Design Engineering (BASc), 2021 - 2026  
Dean's Honours List, 3.9 GPA (92%)

Coursework in Customer Experience Design, Data Structures & Algorithms, and Human Factors in Design.