

# Rebecca Chen

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## SUMMARY

Creative product designer with a passion for designing and implementing experiences for users. Also experienced in front-end web development, business operations, keynote slide decks and data analytics.

## EXPERIENCE // DESIGN & DEVELOPMENT

### FREELANCE PRODUCT DESIGNER

Pushstart Concepts, LLC  
May 2013 - Current | San Jose, CA

- Completed various design and development projects including:
  - EVENA MEDICAL - Redesigned the user interface for an innovative device allowing medical professionals to see veins for improved intravenous entry
  - iMALLERGIC - Creator, designer, and developer of an iPhone app that allows peanut allergy users to effectively communicate their life threatening allergy in various cultures
  - ADVANCED DENTISTRY - Web design and development for a new dental office, including website, blog and other marketing collateral

### UX DESIGNER

Arimo Inc. (Formerly Adatao Inc.)  
July 2015 - September 2015 | Mountain View, CA

- Designed features for a data intelligence platform allowing business users and data scientists to collaborate in one environment
- UX/UI designer designated as data scientist user advocate, requiring learning of a new area and designing for a specialized, scientific group of users
- Worked closely with data scientists and developers in both Mountain View and Vietnam to execute user testing, design iterations, and design implementation

### PRODUCT DESIGNER

Totango, Inc.  
Sep 2014 - July 2015 | San Mateo, CA

- Joined Totango as the first in-house product designer and accomplished a complete redesign of the new generation customer success solution
- Winner of the 2015 SIIA CODiE Award for Customer Relationship Management Solution and 2015 SIIA CODiE finalist for Customer Success Management Solution (after redesign)
- Worked closely with a distributed Scrum team in Tel Aviv and San Mateo with aggressive sprint timelines to roll out major features

### WEB DESIGNER & FRONT END DEVELOPER

Kuli Kuli, Inc.  
May 2014 - Oct 2014 | San Francisco Bay Area, CA

- Hybrid role of UX/visual design and front-end web development for a social enterprise startup, working closely with Creative Director and CTO to implement new web solutions
- Redesigned and implemented front-end development for new e-commerce solution, allowing a seamless catalog and checkout system for consumers to purchase products
- Focused on creating compelling, responsive user-centric web experiences for all devices and maximizing conversion rates

### ENGINEERING INTERN

Pertino, Inc.  
March 2014 - May 2014 | Los Gatos, CA

- Production engineering experience developing an Ember.js web app for a cloud-based VPN networking startup
- Developed as part of small UI team to create new features and work on bug fixes using agile development methodologies
- Worked with backend team to determine requirements for API calls for successful implementation

## CO-FOUNDER, CLIENT & BUSINESS ENGAGEMENT

Novella Strategy

September 2012 - May 2013 | Palo Alto, CA

- Founded Novella Strategy as a collective to better serve the creative community and facilitate collaborative efforts of multidisciplinary backgrounds
- Facilitated and collaborated with designers from NYC, LA, and SF to create product designs based on analytics driven strategy

## EXPERIENCE // BUSINESS & ANALYTICS

### BUSINESS ANALYST, CUSTOMER AND PARTNER EXPERIENCE

Cisco Systems, Inc.

February 2010 - March 2013 | San Jose, CA

- Responsible for business intelligence and analytics to drive initiatives and maintain business continuity for returns and post invoicing programs, including key metric creation and design
- Specialty of data mining and synthesis of multiple, fragmented data sources to provide end-to-end business analytics

### PROGRAM MANAGER, SUPPLY CHAIN FIELD OPERATIONS

Cisco Systems, Inc.

February 2006 - August 2009 | San Jose, CA

- Responsible for a customer return stream to ensure global consistency with regional effectiveness, scalability, and ISO/S-Ox compliance
- Designed and maintained reporting metrics dashboard, allowing visibility and measurement of health of the business and to manage the team through incentives

## START UP PROJECTS

### DESIGNER & FRONT-END WEB DEVELOPER

Barrier

January 2014 - April 2014 | Palo Alto, CA

- Designed and implemented Barrier, a SaaS prototype inspired by the experiences of a former FBI Special Agent, to be the easiest and most secure way to have transactions monitored in real-time to detect fraudulent behavior
- First Place Winner at Finance Tech Startup Weekend, Sponsored by Intuit
- Various responsibilities including designing and developing launch website, creating pitch deck material, project management, financial planning and working closely with Rails developer

## EDUCATION

### GENERAL ASSEMBLY, SAN FRANCISCO, CA

Front-End Web Development, 2013

### UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Bachelor of Arts in Sociology, 2004

## SKILLS & EXPERTISE

Product Design | UI/UX Design | Prototyping | HTML5 | CSS3 | Javascript | EmberJS  
Bootstrap | Git Version Control | Web Development | Web Design | Responsive Websites  
Wordpress | Data Analysis Data | Visualization | Business Intelligence & Analytics | Process  
Optimization | Metrics Design

## TOOLS

Sketch | Adobe Illustrator | Invision | Business Objects | Microsoft Office