

# REBECCA CHEN

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## SUMMARY

Product designer with a passion for creating intuitive and compelling user experiences. Multidisciplinary background including web development, business operations, and data analytics. Experience in both small startups and large multinational corporations.

## EXPERIENCE

### **Manager, UX Design, Xactly Corporation**

July 2016 to Present

Manager, UX Design, November 2017 to Present

User Experience Designer, July 2016 to November 2017

- Established UX Design as a new function and served as an evangelist for user centric design thinking in building product, resulting in design-first product initiatives and expansion of design team
- Led the design-first charge in creating Insights for Sales from concept through launch, as designer and product owner. Insights is a key competitive differentiator and benchmarking product leveraging 35k sales compensation plans and over 30 billion in sales compensation payments across 1000+ customers to provide relevant industry data to clients.
- Strategically tackled product UX standardization and consistency by partnering heavily with engineering to create React components with a pattern library, allowing developers, designers, and product managers to easily identify and adopt usage of components
- Partnered heavily with engineering to build UX standards into React components, including automation tests to ensure consistency with distributed teams

### **UX Designer, Consultant / Freelance**

October 2015 to June 2016

- Design and web implementation for various Bay Area companies and startups including: marketing campaigns and website implementation for a digital mortgage platform startup, blog design and implementation for a moringa superfood company, and other small business websites

### **Product UX Designer, Arimo, Inc. (Former A16Z Portfolio Company)**

July 2015 to September 2015

- 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.**

September 2014 to July 2015

- Joined Totango as the first in-house product designer and accomplished a complete redesign of the new generation customer success solution, which won the 2015 SIIA CODiE Award for CRM Solution
- Work closely with a distributed scrum team in Tel Aviv and San Mateo with aggressive sprint timelines to roll out major features

## EXPERIENCE (CONTINUED)

### **Web Designer & Front End Developer, Kuli Kuli, Inc.**

May 2014 to October 2014

- 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

### **Web Designer & Front End Developer, Pushstart Concepts, LLC**

May 2013 to September 2014

- Worked with various clients to complete design and development projects including: UX/UI redesign of a medical device, design/development of an iPhone app helping users with peanut allergies, and small business marketing websites

### **Engineering Intern, Pertino**

March 2014 to May 2014

- Production engineering experience developing an Ember.js web app for a cloud-based VPN networking startup
- Develop as part of 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

### **Business Analyst, Customer and Partner Experience, Cisco Systems, Inc.**

Feb 2010 to March 2013

- 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 to August 2009

- Responsible for a customer return stream to ensure global consistency with regional effectiveness, scalability, and ISO/S-Ox compliance
- Key player driving successful BPO go-live including providing foundation training onsite, rectifying knowledge gaps, and assisting with infrastructure issues

## EDUCATION

### **University of California, Los Angeles**

Bachelor of Arts (BA), Sociology, 2004

### **General Assembly**

Front End Web Development, 2013

## SKILLS & TOOLS

Product Design | UI/UX Design | Product Ideation | UX Research | Prototyping | Responsive Web Design | HTML5 | CSS3 | Business Analytics | Sketch | Adobe Illustrator | Invision | Business Objects