

Rachel Chong

732-599-5542 | rchldchg@gmail.com | <https://www.linkedin.com/in/racheldchong/> | <https://www.rdchong.com/>

EDUCATION

University of Illinois at Urbana Champaign, School of Information Sciences

Expected 2026

B.S. in Information Sciences, Minor in Advertising, Art+Design, GPA: 3.82/4.0

Champaign, IL

Coursework: Advanced A.I Web-Apps Development, User Research and Evaluation, User Experience Design in Action, Project Management

TECHNICAL SKILLS

Skills: Interaction Design, Rapid Prototyping, User Research, Usability Testing, Visual Storytelling, User Flows, Information Architecture, Cross Functional Collaboration

Programming (Working Proficiency): HTML/CSS, Python, JavaScript, SQL

Design Tools: Figma, Framer, Adobe Suite, Figjam, Miro

EXPERIENCE

UI/UX Design Intern

June 2025 – September 2025

PM Accelerator

Remote

- Designed end-to-end user journeys for a AI-driven decision-support platform that reduced interface cognitive load by 10% and accelerated task completion times
- Created 30+ high-fidelity interactive wireframes and Figma prototypes, establishing a unified design system to ensure visual consistency across rapid-decision dashboards.
- Collaborated closely in daily syncs with Engineering and Product Management to negotiate technical constraints, successfully delivering a functional MVP under a strict 8-week deadline

User Experience Summer Intern

June 2023 – August 2023

Siebel Center for Design

Champaign, IL

- Conducted qualitative research via 10+ user interviews, workflow observations, and journey mapping to diagnose physical and digital friction points in a university makerspace.
- Reduced navigation confusion by 60% and machine onboarding times by 25% by redesigning spatial wayfinding signage and onboarding procedures based on heuristic and user flow audits
- Collaborated on a 4-person cross-functional team to deliver integrated, accessible spatial and digital recommendations to department stakeholders.

Web Manager

November 2024 – June 2026

alpha Kappa Delta Phi International Sorority Inc

Champaign, IL

- Audited the chapter website, enhancing visual consistency and responsive functionality to streamline user navigation.
- Streamlined navigation architecture to prioritize recruitment and philanthropy pages, driving a 15% increase in site visitor engagement and form submissions.

Publicity Chair

November 2024 – June 2025

alpha Kappa Delta Phi International Sorority Inc

Champaign, IL

- Directed the digital brand identity across social channels, designing promotional graphics, videos, and marketing collateral.
- Engineered targeted recruitment campaigns that achieved a 10% year-over-year increase in digital outreach, successfully engaging with students on campus

Media, Communications, and Design Intern

August 2023 – June 2024

Siebel Center for Design

Champaign, IL

- Produced digital media, design assets, and written content for SCD's primary marketing channels, aligning all collateral with the university's human-centered design brand guidelines.
- Designed high-engagement promotional materials for major campus-wide events, boosting student attendance by 15%

PROJECTS

LocalGenie.ai

- Designed a web-app that helps users quickly learn about neighborhoods and new areas, combining complex safety, housing, and school data into simple spoken summaries.
- Designed a personalized onboarding experience that learns what users need (budget, kids, lifestyle) to give them custom recommendations.
- Added one-tap actions for quick tasks, making it simple to save areas, start map navigation, or book tables with a single tap.

The Shop

- Overhauled makerspace operations by redesigning floor layouts, physical signage, policy frameworks, and onboarding flows to improve accessibility and safety.
- Standardized clear policy documentation and visual safety cues across high-traffic tool zones, streamlining member training and independent usage.