

Ruocen (Rachel) Liao

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Product Designer with 3+ years of experience; Skilled in owning the full UX design process—research, ideation, prototyping, and agile delivery; Experienced in collaborating with cross-functional teams to create accessible, scalable, and engaging experiences; Passionate about empowering people with mindfully designed technology

EXPERIENCES

Product Design Consultant

CGI Inc

Mar. 2022 – May 2025

Burlington, MA

- Crafted user experience for PNC banking website on the modernization project for 11 million consumers
- Owned design for check ordering, help center and onboarding experiences and delivered responsive web experience compliant with legal, accessibility and design system standards
- Leveraged research from discovery to delivery to inform design decisions and product strategy
- Collaborated with product and engineering to define requirements and support solution delivery in agile sprints
- Led design thinking workshops to facilitate problem-solving and organized design critiques to encourage collaboration
- Presented design concepts to various stakeholders and leadership for alignment and buy-in
- Help center self-guided tours received 70% engagement rate in alpha waves and helped relieve help center volume spikes
- Ran scrum meetings for the design team to align team updates, resolve blockers and improve team efficiency

User Experience Designer/Researcher

Optum, Full time Capstone Project

Jan. 2021 – Aug. 2021

Pittsburgh, PA

- Designed and prototyped a mobile platform to support chronic patient recovery at home and improve health literacy and recovery outcomes
- Conducted 11 end-to-end research initiatives from research planning, participant recruitment to execution
- Synthesized qualitative and quantitative data (1000+ survey responses, 30+ interviews) into actionable insights that guided product strategy, interface design, and usability improvements

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction (HCI)

1 of 5 admitted into [accelerated program](#)
Jan. 2021- Dec. 2021 | GPA 4.0/4.0

Bachelor of Arts in Chemistry

Additional Major in HCI

Minor in Computer Science

Aug. 2017 - May 2021 | GPA 3.9/4.0

SKILLS

Design

Interface Prototyping
User Journey Mapping
Wireframing
Storyboarding

Research

User interview
Usability testing
Diary study
Survey study
Data synthesis

Toolbox

Figma/Figjam
Adobe Illustrator/Photoshop
Jira/Confluence
Miro/Mural