

AMELIA CHEN

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EDUCATION

Stanford University, Stanford, CA

B.S. Design (AI + Digital UI/UX) & B.A. Economics | GPA: 3.80

Sep 2023 – Jun 2027

- Relevant Coursework: Visual Thinking, Human Values in Design, Programming Abstractions, NLP/ Information Retrieval, Design for Play.

Rock Ridge High School, Ashburn, VA

Sep 2019 – Jun 2023

- GPA: 4.72; Class Rank: 3/338; SAT: 1510

WORK EXPERIENCE

Figma

Stanford, CA

Campus Leader

Aug 2024 – Present

- Acted as a direct liaison between Figma and Stanford, providing student feedback and insights for future product
- Hosted 5 Figma events for 200+ students to enhance and support Figma proficiency
- Managed a \$2K budget to fund events and initiatives that fostered design innovation and collaboration

HairDAO

New York, NY

UI/UX Design Intern

June 2025 – Sep 2025

- Enhanced website usability based on UX research, improving user experience/accessibility and increasing time on site by 15% over a 3 month period
- Redesigned and launched 18 hair product labels from generic packaging to distinct and categorized designs
- Transformed text-heavy company newsletters into visually engaging content to inform customers about various products, opportunities to contribute to hair-loss research, and ways to engage with HairDAO
- Collaborated with founders to craft the startup's visual identity and boost brand recognition alongside competitors

Youphoria

Ashburn, VA

Marketing Intern

February 2024 – April 2024

- Assisted in developing and executing 2 marketing campaigns to promote wellness products and services
- Conducted market research to identify trends and consumer preferences, collecting data-driven insights for strategy

LEADERSHIP

Stanford d.school

Stanford, CA

Community Lead

Aug 2025 – Present

- Planned and ran 8 d.school events, from Pumpkin Carve to declaration events, engaging over 150 design students
- Created mentorship programs connecting undergrad and MS design students, strengthening community and support

The Design Kids

Stanford, CA

Co-President

Oct 2024 – Present

- Led Stanford's first and only student-run design studio that provides services to campus groups and administration
- Ran weekly meetings with 30 members to promote collaboration on ongoing projects
- Organized quarterly design showcases to present student work and celebrate organization accomplishments

The Stanford Designathon

Stanford, CA

Co-Director

Feb 2025 – May 2025

- Oversaw a 15-person team across logistics, sponsorships, and marketing for Stanford's first design hackathon
- Cultivated and maintained sponsor partnerships with Figma, Partiful, and Poppi, securing resources and support
- Allocated and managed a \$7K budget for materials, food, and event operations

Stanford Undergraduate Advising and Research

Stanford, CA

Frosh 101 Lead

Aug 2024 – Dec 2024

- Led 8 weekly sessions of Frosh 101, a course designed to support first-year students in their transition to Stanford
- Instructed and facilitated discussions among a cohort of 12 first-year students
- Applied research-based curriculum principles to structure sessions and cultivate a collaborative community

Product Pathways

Stanford, CA

Design Lead

Sep 2023 – Aug 2024

- Recruited 7 CPOs from Pinterest, Roblox, and more to make PM education more accessible for students
- Developed the club's brand identity by designing the logo, social media theme, and website

TECHNICAL SKILLS

- Figma, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Python, C++, Microsoft Word, Microsoft Excel