

# Charlotte Chen

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## CONTACT

imcharlottechen@gmail.com  
linkedin.com/in/charlottechen778

## SKILLS

Claude Code  
Figma  
Cursor  
HTML/CSS

## EDUCATION

**University of British Columbia**  
B.S. Computer Science

## COMMUNITY

**Emerge SFU — Design Instructor**  
Lead workshops for students  
from non-design backgrounds

**Speaker for 10+ UX events**  
Conferences, community  
events, university recruitment

## EXPERIENCE

### **Robinhood — Senior Product Designer**

2023–2026 | Seattle, WA

Crypto growth initiatives in the US and EU, including promotions, rewards and referrals, stock tokenization, and crypto transfers — simplifying complex financial systems for global users.

### **jpg.store — Cofounder / Lead Product Designer**

2021–2023 | Remote

Secured \$6M in seed funding and designed three products (NFT marketplace, NFT generation platform, and token) driving \$700M+ in trading volume and 300k monthly visitors. Developed marketing campaigns growing Twitter followers to 80k. Currently the #1 NFT marketplace on Cardano.

### **Duolingo — Product Designer**

2020–2023 | Pittsburgh, PA

Designed gamification features to boost user retention and engagement, focusing on onboarding and mechanics like streaks, challenges, notifications, and viral share cards.

### **Anovo.ca — Cofounder / Product Designer**

2020 | Remote

Scale businesses through digital experiences; services include web & mobile design, branding, and visual identity

### **Castle Lab — Product Designer**

2019–2020 | Vancouver, BC

Develop branding, graphics, and UX for a guitar e-learning platform with 200,000+ users worldwide

### **Xperiel — Product Designer**

2019 | Sunnyvale, CA

Led the design of 4 NFL mobile apps for sports betting. Created a design system and icon package

### **UBC Engineering — Web Developer**

2018–2019 | Vancouver, BC

Translated designs to code and launched 4 websites used by professors and researchers as primary information channel