

# René Chen

310 Bloor St. West • Toronto, ON M5S 1W4 • (416) 770-1026 • Rene.Chen19@rotman.utoronto.ca • www.renechen.me

---

## EDUCATION

**Rotman School of Management, University of Toronto, Toronto, Canada**

**M.B.A. Candidate, 2019**

- Creative Destruction La (CDL) Fellowship and Entrance Scholarship, 2017
- Winner in McKinsey Bootcamp, 2017
- Vice President of Communication in Rotman Asian Business Association (RABA) and Letters, the LGBTQ club

**Communication University of China, Beijing, China**

**Bachelor of Education, 2009**

- Specialization in Ideological Theory Education
- Communication Officer in Student Union

## EMPLOYMENT EXPERIENCE

**LeadMaster Education Technology, Shanghai, China**

*Provides educational content and platform to education centers, schools, and students*

**Co-founder, Product Development, 2017-Present**

- Led team of 5 to develop educational content product to raise RMB 200,000 of funds
- Mapped out strategy for content and platform development for next 5 years
- Researched the market demand and user experience and initiating a platform to support 100,000+ kids and teachers

**Nama.ai, Toronto, Canada and San Paulo, Brazil**

*Supports online chat services with AI solutions*

**Association, 2018 summer**

- Consulted CEO, COO, marketing leader, and legal leader about culture retaining during expansion to Canada
- Constructed onboarding experience and strategy for 50+ new hires in Canada and Brazil in 2018

**Apple Inc., Shanghai, China**

**Instructional Designer (Visual), 2014-2017**

- Led team of 6 to create intake strategy doubling project capacity and influencing global project intake process
- Designed employee development strategy that evolved into a global project covering 50,000+ Retail employees
- Proposed database to coordinate and report manager onboarding process, prepared 120+ new managers in a year

**Apple Inc., Shanghai, China**

**Training Designer and Developer, 2014**

- Analyzed iPhone recycling workflow which enabled the company to save approximately \$600,000 per month
- Developed recycling training program for Greater China resulting in 200% more transactions than other regions

**Apple Inc., Cupertino, CA, USA**

**Guest Instructional Designer, 2012**

- Selected from 40,000+ worldwide employees to design training materials for global Apple Retail
- Initiated global system training model which was adopted in other 37 projects in different countries
- Created Apple's first training manual inspired by comic book design elements with global team

**Apple Inc., Beijing, China**

**Sales and Customer Trainer, 2010-2014**

- Optimized invoice process and ensured success under great demand (\$1m per day) during iPad 2, iPhone 4s launch
- Guided team of 10 to initiate and implement schedule and training strategy resulting in 30% increase in availability

**Oriental Story Cultural Communication Co. Ltd. Beijing, China**

*Produces documentaries and related products for governments and tourist sites*

**Animator and Graphic Designer, 2006-2009**

- Produced 4 documentaries broadcasted nationally and published 2 graphic designs

## ADDITIONAL INTERESTS

- Developed MapSlideshow, an open-source map related web design software
- Volunteered in Code.org and TED as translator, in 2008 Beijing Olympic and Paralympic Games as photo assistant, in 2017 CDL G7 meetings as event coordinator
- Member in CCMC and TCMC Toastmaster clubs in Beijing