

RACHEL TEO

product manager

CONTACT ME

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EDUCATION

Simon Fraser University
Management of Technology MBA
Class of 2022

Centre for Digital Media
UBC / SFU / ECU / BCIT
Masters of Digital Media
Class of 2013

University of British Columbia
BSc
Cognitive Systems -
Computational Intelligence
and Design stream
Class of 2011

EMPLOYMENT

- Aug 2021
Present
PressReader - Product Marketing Manager, EduTech
Leading the marketing charge and exploring innovation within the product portfolio.
- June 2018
June 2021
BC Children's Hospital - Program Manager, Digital Products
Provided creative direction and end-to-end product management for a diverse eHealth product portfolio. Developed the design team and established a dedicated Media Production domain.
- Mar 2016
May 2018
Steamclock Software - Designer
All-purpose designer with a focus on iOS and Android apps. Collaborated with clients to gather requirements, design features, iterate on prototypes, perform user research, and create UI assets.
- Mar 2015
Mar 2016
Casting Workbook - Product Manager
Product owner of two cutting edge services for the entertainment industry. Worked closely with CEO + dev team to produce a polished product.
- Sept 2014
Mar 2015
PerfectMIND - UX Designer
Produced iterative designs for business management software based on requirements delivered by the PerfectMIND product management team.
- June 2014
Aug 2014
PlayOn Inc. - UX/UI Designer + Graphic Designer
Envisioned, designed, and brought to life an amateur sports team platform. Created iterative wireframes and graphical assets for a responsive mobile-first social network.
- Mar 2014
May 2014
Mobio INSider - UX/UI Designer
Executed a full user experience analysis and compiled a priority-weighted hitlist of usability issues. Designed and refined features for a social media network. Conceptualised a fully responsive mobile-first redesign.
- Aug 2013
Mar 2014
Vidigami - UX Designer
Created, presented, and iterated on schematic designs for an online photo-sharing social network.
Pitched and designed an iOS app.
Explored gamification options beyond basic badges and achievements.
- Sept 2012
Aug 2013
Gravatron - Co-Founder and Game Designer
Conceptualised and implemented game elements for an extreme sports augmented reality app.
Explored monetisation tactics leveraging extreme sports facilities and fans.