Yi-Tsung (Phillip) Chen

UX Designer/Developer - Seeking 2023 Full-time UX Roles

Email: **yitsung@unc.edu** | Portfolio: **https://phillip-chen.github.io**

EXPERIENCE

App Team Carolina - UI/UX Designer

September 2022 - **Present** | Chapel Hill, NC

- Collaborate with PM, IOS Developers, and Backend Developers to support user research and UI Design updates for an IOS mobile app that helps college students better track personal finance.

Toshiba Global Commerce Solutions - UX Intern

June 2022 - August 2022 | Research Triangle Park, NC

- Defined a brand-new reporting style guide that has applied to clean up 60% raw contents of one 92-page research note.

- Built a proof of concept to introduce a front-end tool to the design and development teams, aiming to improve the production workflow.

- Conducted secondary research, competitive analysis, and user flow mapping to inform the essential audio features and controls over the retail self-checkout process.

UNC Blue Sky Innovations - Innovation Fellow (UI/UX)

August 2022 - **Present** | Chapel Hill, NC

- Design the static website of an educational game that helps high school students in North Carolina determine their future career by HTML and CSS.

UNC Blue Sky Innovations - UI/UX Development Intern

January 2022 - May 2022 | Chapel Hill, NC

- Partnered with a Fortune 500 hotel brand to design an educational game that helps hotel staff learn human-centered design with ease, resulting in buy-in from the stakeholders.

- Built a facial recognition kiosk by Tensorflow.js as the gateway to an AR (Augmented Reality) game that form a unique and memorable guest experience for the hotel's luxurious branch.

TDCX - Business Analyst

February 2019 - October 2019 | Singapore

- Provided ad-hoc analytics, A/B Testing, and data dashboard design to help a global leading social media company optimize the advertisers' conversion from small and medium businesses within the APAC region.

SKILLS

Design
Visual Design / Information Design
Wireframe / Prototype / Storyboard

Research
Persona / User Interview / User Flow
Competitive Analysis / Card Sorting
AB Testing / Usability Testing

Tools
Figma / Invision / Adobe CC / Miro
Trello / Notion / MS Office

UI Development
HTML / CSS / JavaScript / TypeScript
Bootstrap / Material UI / Tailwind CSS
React / jQuery / D3.js / Storybook

Analytics
Python / SQL / Tableau

EDUCATION

University of North Carolina Chapel Hill

M.S. Information Science

August 2021 - May 2023
Track : UI/UX & HCI

HONORS

1st Place Award - Special Section Group Work

3rd Place Award - Information Graphics

MSUSND College News Design
Contest - April 2022

2nd Place Award

Adobe Creative Jam x Instagram
- July 2021