

Yi-Tsung (Phillip) Chen

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

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EXPERIENCE

TurboStrat LLC - Web Developer Intern

January 2023 - **present** | Cupertino, CA (Remote)

TurboStrat is an early-stage startup provides transparent analytics and predictions for worldwide fans to make informed decisions for sports betting.

- Upgrading the web interface design by Gatsby.js and Foundation to improve the SEO ranking and drive more web traffic.
- Developing data charts to enhance the data readability and usability by D3.js.

App Team Carolina - UI/UX Designer

September 2022 - December 2022 | Chapel Hill, NC

App Team is a student-run organization at UNC with a track records of creating award-winning IOS apps for the school and industrial clients.

- Supported user research, UI and data visualization design 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 the reporting and data viz style guide for a 92-page research report, saving up 60% of time for design manager to consume research insights.
- Conducted 10+ literature reviews and competitive analysis for 5 retail stores to realize the best practices of audio design for the new self-checkout kiosks.

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

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

- Designing the web and game storyline of an educational game that helps high school students in North Carolina determine their future careers.

January 2022 - May 2022 | Chapel Hill, NC

- Partnered with a Fortune 500 hotel brand to reinforce its customer experience by emerging tech, resulting in buy-in from the stakeholders.

TDCX - Business Analyst

February 2019 - October 2019 | Singapore

- Provided ad-hoc analytics, A/B Testing, and dashboard design to help a Fortune 500 social media company optimize the advertisers' conversion from small and medium businesses (SMB) within the APAC region.
- Built a workforce dashboard for team leads to monitor productivity and identify coaching opportunities, boosting the operational KPI by 10+%.

HONORS

1st Place Award - Special Section

3rd Place Award - Information Graphics

MSUSND College News Design
Contest - April 2022

2nd Place Award

Adobe Creative Jam x Instagram
- July 2021

EDUCATION

University of North Carolina Chapel Hill

MS Information Science

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

National Cheng Kung University

BBA Transportation and Communication
Management Science

September 2013 - June 2018

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 / jQuery
Bootstrap / Material UI / Tailwind CSS
React / Gatsby.js / D3.js / ChartJS

Analytics

Python / SQL / Tableau