

# Yi-Tsung (Phillip) Chen

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

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



## EXPERIENCE

### TurboStrat LLC - Web Developer Intern (Remote)

January 2023 - **present** | Cupertino, CA

TurboStrat is an early-stage startup provides advanced and transparent sports analytics and predictions to deliver data-driven insights for worldwide fans.

- Help design and develop new features such as data visualization dashboard for the web to improve the usability and optimize the web traffic metrics.

### 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.

- Help support 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 a brand-new reporting style guide that has been applied to clean up 60% raw contents of one 92-page research note.
- 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 website 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 optimize its user experience by leveraging emerging technology and human-centered design. One of our solutions got buy-in from the managerial stakeholders.

### 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.

## 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

### M.S. Information Science

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

## 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