



# Yi-Tsung (Phillip) Chen

## UX Designer / Developer

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

## SKILLS

### Design

Visual Design / Infographic Design  
Wireframe / Prototype / Storyboard

### Research

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

### Tools

Figma / InVision / Miro  
Adobe Creative Suite / Microsoft Office

### UI Development

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

### Analytics

Python / SQL / Tableau / Tensorflow.js

## EDUCATION

### UNC - Chapel Hill

M.S. Information Science

August 2021 - May 2023

Track : UI/UX & HCI

## HONORS

### 3rd Place Award - Information Graphics

MSUSND College News Design Contest  
- April 2022

### 2nd Place Award

Adobe Creative Jam + Instagram  
- July 2021

## EXPERIENCE

### App Team Carolina

#### UI/UX Designer

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

- Work in the startup production team to support user research and UI clean up for an IOS mobile app, Centible, that helps college students track personal finance.

### Toshiba Global Commerce Solutions

#### UX Intern

June 2022 - August 2022 | Research Triangle, NC

- Defined a brand-new reporting style guide for the UX team, which has applied to clean up 60% raw contents of one 92-page research notes.
- Built a proof of concept to introduce Storybook to the design and development stakeholders, aiming to streamline the work flow between the two teams.
- Conducted secondary research (10+ literatures review) and competitive analysis (5 retail stores) to uncover the best practices of audio sound design and mapped the essential features in the retail self-checkout process.

### UNC Blue Sky Innovations Lab

#### Innovation Fellow - UI/UX Development

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.

### 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 a buy-in from the stakeholders.
- Developed and tested a facial recognition kiosk by HTML / CSS / Tensorflow.js as a part of an AR (Augmented Reality) game to form a unique and memorable guest experience for the hotel's luxurious branch.

### TDCX

#### Business Analyst

February 2019 - October 2019 | Singapore

- Provided data-driven solutions such as ad-hoc analytics, A/B Testing, and data dashboard design to help a global leading social media company optimize the advertisers' revenue flow from small and medium businesses.