

# Yi-Tsung (Phillip) Chen

Product Designer with coding & analytics experience

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Portfolio: <https://phillip-chen.github.io>

## EXPERIENCE

### UX Developer Intern | TurboStrat LLC

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

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

- Optimizing the usability of the landing page and upgrading the codebase by Gatsby.js to improve the SEO ranking and drive more web traffic.
- Building data visualizations to revamp the decision support process by D3.js.

### UI/UX Designer | App Team Carolina

September 2022 - December 2022 | Chapel Hill, NC

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

- Cooperated with cross-functional teams to develop post-launch research plan and fixed the interactive prototype of a financial tracking app by Figma.

### UX Intern | Toshiba Global Commerce Solutions

June 2022 - August 2022 | Research Triangle Park, NC

- Defined the reporting and data viz style guide to polish a UX research report, saving up 60% of the time for stakeholders to consume research insights.
- Led a holistic research of 10+ literature reviews, user flow, and field research in 5 retail stores to realize the best practices of audio design for the new self-checkout kiosks.

### Innovation Fellow (UI/UX) | UNC Blue Sky Innovations

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

- Designing 10+ pixelated sprites and the landing page for an educational game that helps students in North Carolina determine their future careers.

January 2022 - May 2022 | Chapel Hill, NC

- Designed an interactive chatbot game for a Fortune 500 hotel brand to reinforce its customer experience, resulting in buy-in from the stakeholders.

### Business Analyst / Data Visualization Designer | TDCX

February 2019 - October 2019 | Singapore

- Independently designed a CRM data preprocessor for marketing agents to gain desire information swiftly, reducing 70% of the data cleaning time.
- Led a workforce dashboard design for stakeholders to manage productivity of the lead generation team, 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 / Interaction Design

### Research

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

### Tools

Figma / Invision / Framer / 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