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.