Phillip Chen

https://yitsung-chen.github.io/ | yitsung.chen95@gmail.com | in Phillip Chen

Education

National Cheng Kung University   Taiwan
Bachelor of Business Administration - Transportation and Communication Management Science   Sep. 2013 - Jun. 2018

- **Honors :** Overseas Exchange Program Scholarship / AACSB Conference 2017 Departmental Representative
- **Relevant Coursework :** Analysis of Time Series (A+) , Data Mining (A+) , Machine Learning (A+) , Big Data Analysis (A+) , Psychology (A+) , Memory Psychology (A+)

Nanyang Technological University   Singapore
Exchange Program - Business & Computing   Jan. 2018 - May 2018

Queensland University of Technology   Queensland, Australia
Exchange Program - Mathematics & Information Technology   Jul. 2017 - Nov. 2017

- **Activities :** Global Ambassador of the International Office / Visitor of the <u>Bayes on the Beach Statistical Conference</u> with a full financial sponsorship

Experience

TDCX   Singapore
Business Analyst - Social Media Project   Feb. 2019 - Oct. 2019
Project essence is to provide B2B outsourced services for a global leading social media company to boost sales, market engagement and brand awareness for their advertising products targeted at small & medium businesses segment (SMB) among the APAC and Oceania regions.

- Provided ad hoc and deep dived analysis such as exploratory analytics and A/B testing to guide the business operations.
- Rebuilt the workforce dashboard by Tableau that catered for 10 sales stakeholders to optimize business productivity of the whole project.
- Collaborated with User Researchers to analyze survey data from 80+ sales agents to help project managers better control staff attrition.
- Built a data product by VBA for 7 marketing agents to extract information from CRM system smoothly, resulting in 80% of the time being conserved.

UBER   Taiwan
Marketing Intern - Riders Growth   Jul. 2016 - Dec. 2016
Joining the Growth Hacking Team, my main focus is to enhance riders' conversion, UBER business partnership and support brand advocacy events.

- Interviewed and collected actionable feedback on the streets to develop robust strategies for lead generation, contributing to 20+% of user growth.
- Supported guerrilla marketing campaigns such as Uber Ice Cream, Anti-DUI and Pokémon GO to strengthen positivity of the Uber brand awareness.

Projects   Portfolio : https://yitsung-chen.github.io/

MLB Data Dashboard   Taiwan
- Developed a search engine that allows users to query MLB players' data and create data dashboard accordingly.   Jan. 2020 - Apr. 2020
- Designed responsive layouts based on different device width by HTML and CSS media query.
- Automated data cleaning, processing and metrics calculation by Vanilla JS.
- Built data visualizations, charts animations and dashboard layout by D3.js.

Qiamo User Research Project   Singapore
- Conducted usability testing for Qiamo, a webapp startup that helped users personalize medical and diet experiments.   Jan. 2018 - May 2018
- Examined the UI and UX design via 9 contextual interviews, evaluating the usability based on Jacob's Heuristics Principles.
- Led the end-to-end quantitative research process to provide data-driven support for the qualitative findings.

Skills

Data Analytics - R / Python / SQL / Tableau / SAS Enterprise Miner

Front-end Web Development - HTML / CSS / Bootstrap / JavaScript / jQuery / D3.js

Others - MS Office