

# Yi-Tsung (Phillip) Chen

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## AWARD

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|--|-----------|
| 3rd Place Infographic - MSUSND College Design Contest ( <a href="#">link</a> ) | Apr. 2022 |
| 2nd Place Award - Adobe Creative Jam x Instagram ( <a href="#">link</a> )      | Jul. 2021 |

## PROFESSIONAL EXPERIENCE

### UX Developer at UNC Blue Sky Innovations Chapel Hill, NC | Aug. 2022 - present

- Collaborated cross-functionally with instructional designers and PMs to design and develop the UI of a **VR** simulation course.
- Conducted **heuristic evaluation** to iterate the VR course contents and interaction, improving **user satisfaction rate** by **67%**.
- Engineered a new pipeline to gather user data in the VR course, saving up **\$5,000** in server charges for data collection per year.
- Developed **10+** pixel art sprites by **Piskel** and **Adobe CC**, and built the **landing page** to promote an educational video game.

### Web UI Developer Intern at TurboStrat LLC Cupertino, CA (remote) | Jan. 2023 - May 2023

- Prototyped a new responsive data-driven UI in modern frameworks like **React**, **Tailwind CSS**, **Material UI**, and **D3**.
- Facilitated **3 user tests** and revamped the **interaction design** properly, enhancing the information search efficiency by **35%**.
- Optimized the **accessibility** and **responsive design** to grow the web **SEO** ranking for more organic traffic and Ad revenue.

### UX Intern at Toshiba Global Commerce Solutions Durham, NC | Jun. 2022 - Aug. 2022

- Extracted key insights and defined the style guide like **typography**, **color palette**, and **data visualization** to summarize the UX research about the new UI design for grocery checkout, conserving **60%** of the time for stakeholders to learn research insights.
- Led the audio **design research** and mapped key audio features in the **user flow** of the retail grocery self-checkout process.
- Built a **Storybook** prototype to seek the engineering team's buy-in and expedite the workflow of managing the **design system**.

### Business Analyst at TDCX Singapore | Feb. 2019 - Oct. 2019

- Provided **A/B testing** and analytics for a call center with **100+ agents** to optimize the advertising business in the APAC region.
- Designed a workforce dashboard by **Tableau** to monitor the marketing agents' productivity, boosting the KPI by **20+%**.

## CLIENT SPONSORED PROJECT

### Chatbot Learning Assistant Chapel Hill, NC | Jan. 2022 - Mar. 2022

- Illustrated the **storyboard** and **visual graphics** of a chatbot learning assistant that instructs human-centered design concepts and applications for a Fortune 500 hotel business in an **agile process**, resulting in a successful buy-in from the stakeholders.

### Hotel AR Scavenger Hunt Chapel Hill, NC | Mar. 2022 - May 2022

- Led a facial recognition kiosk **UI prototype** and **user testing** by **Tensorflow.js** as a gateway to an **AR** scavenger hunt for a luxurious hotel branch. The kiosk later served as one of the lab's project showcases in over 5 open-house business tours.

## SKILL

- **Design:** UX Design, Interaction Design, Data Visualization, Storyboard, User Flow, UI Wireframing, Accessibility, RWD
- **Research:** User Interview, Competitive Analysis, Card Sorting, A/B Testing, Usability Testing, Heuristic Evaluation
- **Coding:** HTML5, CSS3, SASS, Tailwind CSS, Animate.css, Framer Motion, JavaScript, jQuery, D3, ChartJS, React, Material UI
- **Softwares:** Figma, FigJam, InVision, Miro, Balsamiq, Canva, Adobe CC, VS Code, Chrome Dev Tool, Git, Jira, Notion, Tableau

## EDUCATION

<b>University of North Carolina at Chapel Hill</b>	Chapel Hill, NC
M.S. Information Science ( Human-Computer Interaction Design track )	

<b>National Cheng Kung University</b>	Tainan, Taiwan
B.B.A Transportation and Communication Management Science	