



AI RONG LI

Senior UX/ Front End Designer

PORTFOLIO



📍 Taipei City, Taiwan

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SKILLS

- **Professional**
 - Front-end design
 - Visual design
 - User research
 - Prototype, Flow chart, Wireframe
 - A/B testing, Google Analysis
- **Related**
 - Team work
 - Project control
 - Product training
 - Communication skills
- **Personal**
 - Creative
 - Open-minded
 - Practical

TECHNOLOGIES

Sketch (Figma, Adobe XD)
 Adobe Photoshop & Illustrator
 SVN, GitHub (version managemnet)
 SEM (structural equation model)
 CRM, Problem-solving

PROGRAMMING

HTML, CSS, RWD
 JavaScript, Node.js, Vue.js
 Bootstrap, JQuery
 SEO

LANGUAGES

Mandarin (Fluent)
 Taiwanese (Fluent)
 English (Fluent)

RELEVANT COURSES

Front-End Engineer 
 Graphic Design 
 User Eexperience Design 
 Industrial Design 
 Human-Computer Interaction 

QUALIFICATIONS AND SUMMARY

- Excellent education and 8 years's experience in Front-end engineer and UI/ UX Design.
- Excellent communication skills for UI/ UX design, visual communication, front-end design, and human-computer interaction.
- Excellent client-side developing skills and experience in HTML, CSS, JavaScript, and design wireframe on APP (iOS, Android etc.).
- Defining interaction models, flow chart, wireframe, and UI specifications.
- Welcome new challenges, quickly learning new skills, solving problems.
- Independent and committed to getting things done.
- Experienced in business travel as required.

WORK EXPERIENCE



National Yunlin University

User Research

Feb. 2020 - Present

- **Projects:** Applying the E-Commerce Systems Success Model to Study Customers' Intention to Use PX Pay.
- Research marketing, understand which customers often use these APP.
- Questionnaire data are collected from 524 content service users for research from the "Systems Success Model".
- Structural Equation Modeling (SEM) with IBM SPSS & AMOS.
- Understanding how service quality impacts customer satisfaction and behavioral intentions.
- Use Confirmatory factor analysis (CFA) tool that confirm or reject the measurement theory, and get the user result.



DELTA ELECTRONICS

Senior Software Engineer

July 2016 - Jan. 2020

- **Projects:** Architecture to build solar inverter (commercial & storage system) connect to Touch Panel, design myDeltaCloud to **remote control all energy** on Cloud site. And **design APP's wireframes** on myDelta APP.
- Create Power Monitor (tablet) in CSS, HTML, XML, OID, and JavaScript (embedded system development on Ubuntu).
- Solve compatibility with various browsers.
- Expertise in collaborating SVN, Git, GitHub version control systems.
- Search engine functions and optimization (SEO) on Solar Cloud.
- Design the solar inverter application on APP.
- Build the best UX for the customers and increased 20% on Cloud/ APP user rate in Japan market.
- Providing advice and guidance on the implementation of UX research for the data center monitor system.
- Create sketching interaction, wireframes, prototypes, and present clients.



WORK EXPERIENCE



EVGA Corporation Senior Web Designer

March 2014 - June 2016

- **Projects:** Create and design the EVGA official website, promote the NVIDIA bundle, and display card page on Amazon/ JD. Design Admin Internal System, design Employees' Welfare, and products Photography.
- Excellent communication with US designer and engineer on the official site.
- Excellent collaboration closely with US designer, engineer, and product team to create the best experience for customers.
- Excellent cooperation with the sales team to design wireframes on Amazon and JD.com.
- Maintenance EVGA official website for marketing, promote MIR banner, Employees' welfare, and Admin internal system.



ACTi Corporation Graphic User Interface Designer

Sep. 2011 - Aug. 2013

- **Projects:** Design multiple projects, like NVR, IVS, POS, Media Player, Camera Player on iOS iPhone/ iPad & Android phone/ tablet, and facial recognition system for AI application (bank, market, office...etc.).
- Lead multiple projects design, research, concept, validation, documentation, implementation through SW launch.
- Create user interface, interaction, visual design specs, and implement global design documents.
- Design and implement prototypes (mockups) to validate concepts.
- User researching, investigating, and evaluating user requirements.
- Collaborate closely with various software engineers (C#, Java, JavaScript, iOS, Android) and PM to create the best user experience.
- Redesigned flows on IP security camera platform, and define UI design specification document on generation.

EDUCATION

- **National Yunlin University of Science & Technology** Sep. 2016 - Aug. 2020
Master of Information Technology
- **ChaoYang University of Technology** Sep. 2008 - Jun. 2011
Bond University (exchange student in Australia)
Master of Industrial Design
- **ShuTe University** Sep. 2005 - Jun. 2007
Master of Visual Communication Design

HOBBIES

- Traveling the world to eye-opening, attend technical exhibition, take wonderful photos, reading books, jogging, and dancing.



ACHIEVEMENTS

- Design and implement renewable energy monitor systems for US, Europe, and Asia markets.
- Work closely with engineer, QA/ QC, and sales team to meet new market business case (Japan Market).
- Redefined and design EVGA official website for RWD in global area (US, Europe, Deutsch, Francais, Portugues, Australia, Asia, Chinese (Traditional), Chinese (Simplified), Japanese, Russian).
- Design EVGA internal Admin System for employee (including finances, human resources, manufacturing, supplies).



AWARDS

- **New Tang Dynasty:** Global Han Couture Design (Finalist) in New York.
- **IASDR:** Design Significance and Characteristic of Incense Culture in Modern Times.
- **Xue Xue:** Institute Green fashion (Special Award)
- Straw game (Finalist) 國立南投工藝.



LINCES & CERTIFICATIONS

Adobe PhotoShop
 Adobe Illustration
 Adobe DreamWeaver
 Advertising Design 廣告設計丙級
 Linked In: CSS certificate



AFFILIATION HONORS

Full-static Tranning 2020
 International Visual Design 2015
 User Experience 2014
 Industrial Design 2011

Hui Rong Li

SENIOR UX/ SOFTWARE DESIGNER

PROFILE & ABITION

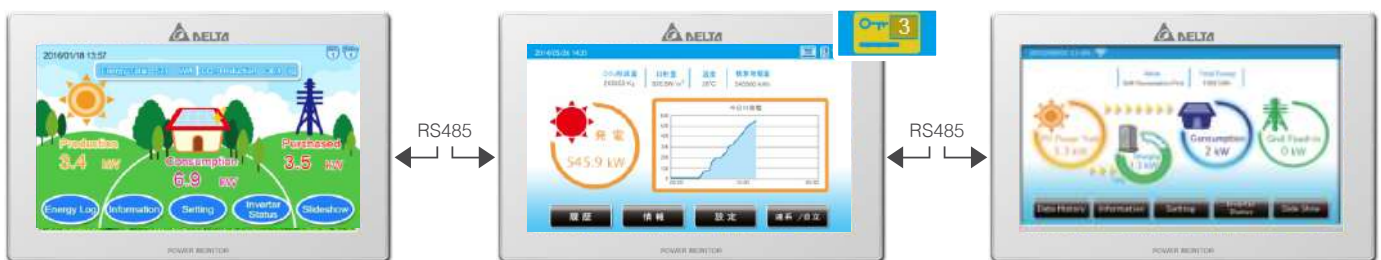
I have UI/UX design professional with over 8 years of experience, customize design, user research, project management, customer focus, photograph, and technical training. I work closely with other colleagues involved in projects, such as create and implement the design.

I love new technologies, creative products, collaborate with product innovation and human-centered design. I know how to develop and leads product applications, provide a technical solution to the customer.

MILSTONE PROJECTS



2016 - 2020 *System Integration. Power Monitor (tablet) use JavaScript (embedded system development).*



Self-Consumption Solution (R2)

Power Plant Solution (R3)

Storage Solution (R4)

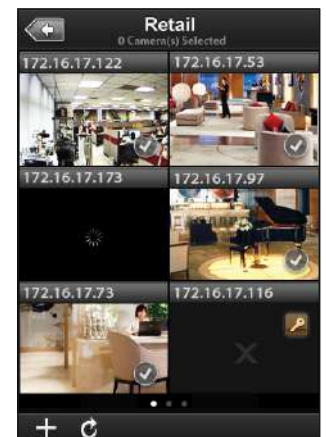
2017 - 2020 *Real-time remote monitoring, troubleshooting & data analysis.*



Design the Power Plant Application on Cloud

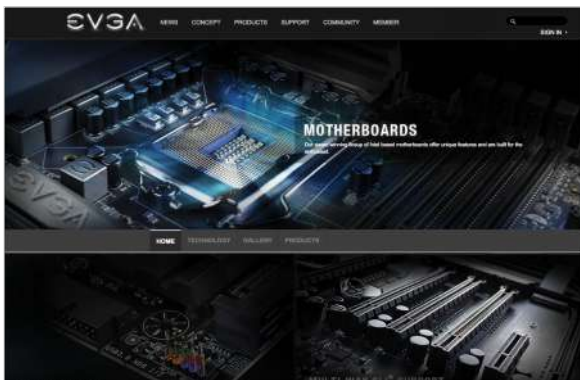


Solar Monitor on APP



Surveillance on APP

2014 - 2016

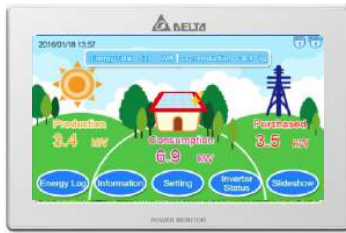


Create EVGA official website

2011 - 2013



Design NVR Server for IP security on website.



Delta Electronics, Senior Software Engineer

Project: Self-Consumption Solution R2 (for home use)

- Real-time status (plant name, start date & time, latitude & longitude), and alerts.
- Real-time analytics of energy production.
- Real-time generating capacity, temperature, sunrise, and sunset.

Keyword: Power Monitor, Self-Consumption.

Url: https://mydeltasolar.deltaww.com/manual/product/power_monitor/ja/UM_S2J_111.pdf



Delta Electronics, Senior Software Engineer

Project: Power Plant Solution R3 (for commercial use)

- The product can monitor maximum 32 inverters at one time.
- SNMP for Internet, Inverter Firmware Update, and Data backup & Restore.
- Calendar for 25 years. Grid Setting (Single Phase and Three Phase inverters).

Keyword: Power Monitor, SNMP, Grid Setting.

Url: https://mydeltasolar.deltaww.com/manual/product/power_monitor/en-us/UM_R3E.pdf



Delta Electronics, Senior Software Engineer

Project: Storage Solution R4 (for energy storage system use)

- Create a charge and discharge screen for Japan market.
- Corporate with Mechanical engineer to meet customers.
- Create Grid Setting with M88 storage team.

Keyword: Power Monitor, Storage, Consumption.

Storage for Japan market 1.



Storage for Japan market 2.



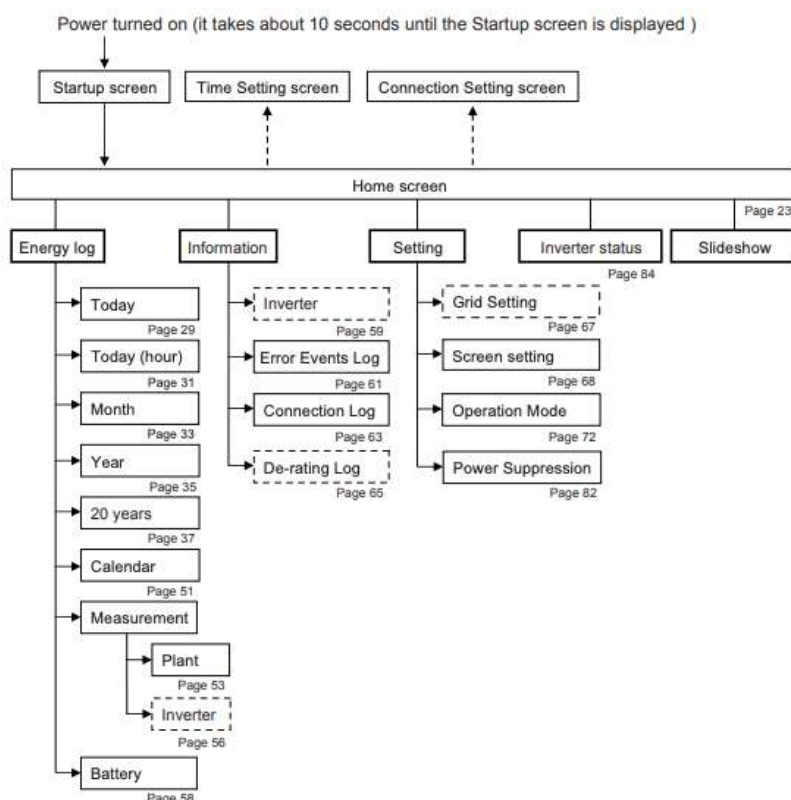
Storage for Japan market 3.

The background image of the Home screen can be

changed.



Url: https://mydeltasolar.deltaww.com/manual/product/power_monitor/en-us/UM_R4E.pdf





Delta Electronics, Senior Software Engineer

Project: Power Plant Application on Cloud

- Remote control to solar energy monitor (multify inverters & data collector) on MyDeltaSolar Cloud, and Easy Install, Easy Monitoring, and Easy Maintenance.
- Real-time status (plant name, start date & time, latitude and longitude), and alerts.
- Real-time analytics of energy production.
- Real-time generating capacity, temperature, sunrise, and sunset.

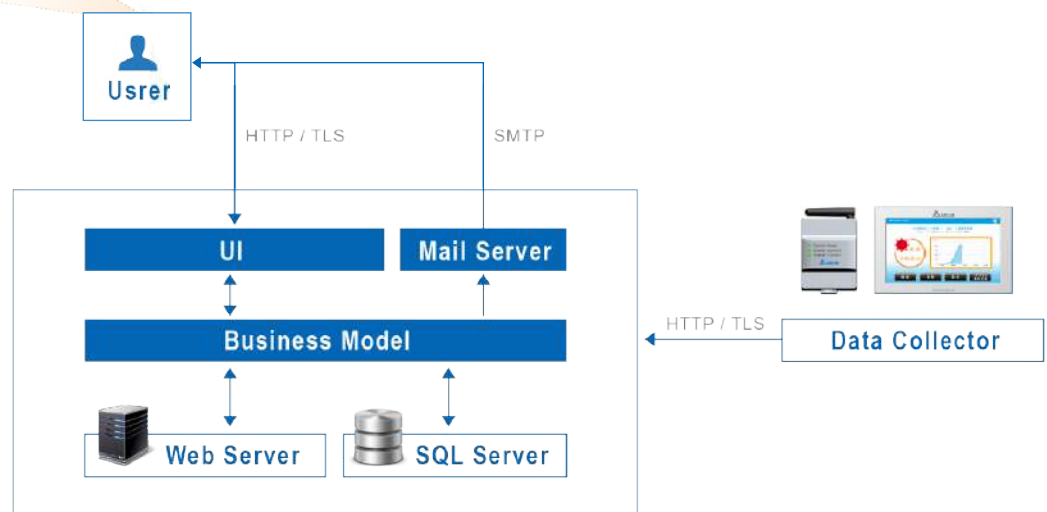
Keyword: Power Monitor, Self-Consumption.

Url: <https://mydeltasolar.deltaww.com>



Delta Solar Cloud

System Status
Energy Management
Service
Setting
Support



Delta Electronics, Senior Software Engineer

Project: Solar Monitor on Mobile APP

- Remote control to solar energy monitor on APP, and Easy Install, Easy Monitoring, and Easy Maintenance.
- Real-time AC/ DC and More Information...etc.
- Calendar for 25 years query (Search for 4 units: Today, Month, Year, 20 years from inverter).
- Grid setting & power schedule.

Keyword: Power Monitor, Self-Consumption, Storage Application.

Url: https://mydeltasolar.deltaww.com/installation/eng/Installer_Register_20181116.pdf



Hardware
Engineered for
always on connectivity.



Software
Real-time insights for intuitive
home energy management.

PROFESSIONAL EXPERIENCE



EVGA, Senior Software Designer

Project: Create EVGA official website, and internal system.

- Promote EVGA products, and NVIDIA bundle on official website.
- Promote all display cards screen on Amazon/ JD.com.
- Improve Admin Internal System, and Employees' Welfare site.
- Take the products photography for display card, laptop... etc.

Keyword: EVGA official website, EVGA promote.

Url: <https://www.evga.com>



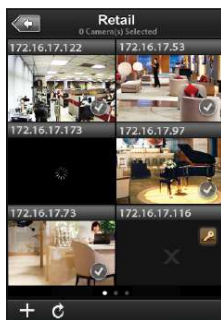
ACTi, Graphic User Interface Designer

Project: Design NVR Server for IP security on website.

- Implement NVR system design for IP cameras.
- Design and implement prototypes (mockups) to validate concepts.
- Monitor multiple cameras.

Keyword: Remote camera, IP security.

Url: <https://www.acti.com>



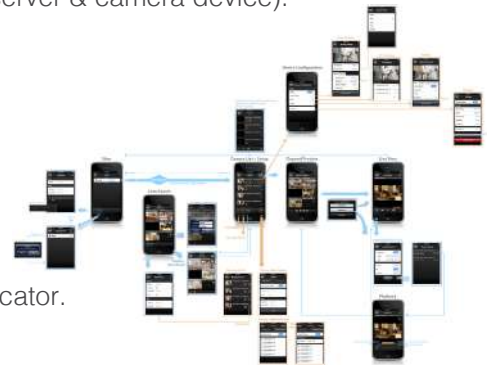
ACTi, Graphic User Interface Designer

Project: Surveillance on APP.

ACTi Mobile Client
ACTi Corporation
★★★★★



- View and control cameras on smartphone or tablet.
- Easy access to live camera and playback for remote and real-time surveillance.
- Multiple sites setup (include CMS/NVR server & camera device).
- Search ability for source or view name.
- Multiple channels of live view display.
- Snapshot of live/playback video.
- Event Search.
- Audio Talk/ Notification.
- Optical/Digital PTZ control.
- Support Manual recording.
- Digital input/output control & motion indicator.
- Sending view to TV Wall.
- One channel playback with Time Track
- Map (eMap and Google Map).



Wireframes (mobile)

Keyword: Remote camera, IP security.

Url: <https://www.acti.com>

Relevant IVS surveillance and icon status:

