

# OWEN LI

## Web Developer / UIUX Designer

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### PERSONAL STATEMENT

I'm an experienced Website Developer and UX designer, specialising in Front-End Development and online system or mobile app UI/UX design. Currently seeking a senior web developer role with a strong focus on UX design as the next stage in my professional career.

I hold a Diploma of website development and Bachelor of Visual Arts from the University of Sydney, which has equipped me with a distinctive blend of technical expertise and creative vision. Over the past 13 years, I have accumulated extensive commercial experience, developed professional web app and delivered impactful B2C solutions.

My design and development technological competencies include the create complex online system/hub, the creation of responsive web applications, also the mobile apps using React Native and e-commerce websites. These skills set enables me to effectively translate client and stakeholder requirements into innovative, user-focused, and engaging online experiences.

I am a highly dedicated and diligent professional, recognized for my strong work ethic, positive attitude, and commitment to delivering quality outcomes. I approach every project with a solution-driven mindset and a passion for continuous learning, ensuring that I remain at the forefront of emerging technologies and design trends. My ability to combine creative problem-solving with strong technical proficiency positions me to excel in delivering exceptional digital products and experiences.

### KEY STRANGTHS

- Rapid learner with new technologies and workflows.
- Positive and proactive attitude towards challenges
- Capable of independently managing and delivering multiple concurrent projects.
- Highly motivated and results-driven
- Task orientation, consistently meeting deadlines.
- Proficiency and experience with wide range of frameworks.
- Passionate knowledge sharing and acquiring knowledge

### EDUCATION BACKGROUND

**Diploma of website development**  
NSW TAFE (2004-2006)

**B Computer science (incomplete)**  
Macquarie University (2007-2009)

**B Visual arts**  
University of Sydney (2010-2012)

### SKILLS & SELF RATING

HTML & CSS(SCSS)

JAVASRIPT & JQUERY

NODE JS & REACT JS & TS

PHP & MySQL

PYTHON

ADOBE DESIGN SUITE

SKETCH

CRAFT

### CAREER ACHIEVEMENTS

- **Delivered a complex online client hub** integrating multiple APIs, improving operational efficiency.

- **Developed responsive WooCommerce e-commerce platforms**, optimising UX and mobile performance for improved user experience and sales conversion.

- **Built a cross-platform mobile app using React Native**, streamlining development and ensuring consistent.

- **Led a UX redesign of a B2C web application**, enhancing customer satisfaction and reducing bounce rates through improved interface and usability.

- **Created a reusable front-end component library**, ensuring design consistency.

## EMPLOYMENT HISTORY

### **Australian Wool Industry - AWI (May/2022 – Present)**

#### Front-end Engineer/UX Designer

- Designed and developed multiple industry websites and web applications, ensuring responsive design and seamless user experience:
  - [woolmark.com](http://woolmark.com) (Webpack, JavaScript, jQuery, React)
  - [woolmarklearningcentre.com](http://woolmarklearningcentre.com) (Webpack, JavaScript, jQuery)
  - [wool.com](http://wool.com) (Webpack, JavaScript, jQuery)
- Led front-end development for the Australian Wool Traceability Hub ([awth.com.au](http://awth.com.au)) using Angular, supporting traceability and supply chain transparency.
- Developed mobile applications using React Native, including:
  - Wool Grower Training App – improving accessibility to training resources for wool growers.
  - Lifetime Ewe Management App – delivering management tools to enhance farm productivity.
- Built and launched the Woolmark Wechat mini-program, enabling direct engagement with Chinese users and expanding digital presence in key markets.

### **University Admission Centre - UAC (Oct/2020 – April/2022)**

#### Digital web designer / developer

- Develop company website <https://www.uac.edu.au>  
e.g. improve the access ability and SEO friendly
- Develop course description page with node JS,  
e.g. <https://www.uac.edu.au/undergraduate/courses/usyd/513290.shtml>
- Create custom block for Craft CMS page components
- Develop website application by using React.js and Anglar.js  
e.g. <https://www.uac.edu.au/course-search/undergraduate/find-a-course.html>
- Design and develop landing pages and EDMs
- Debug website issues

### **Nuzest Pty Ltd (Feb/2018 – Oct/2020)**

#### Web developer / designer

- E-Commerce website Development:  
Shopify platform: e.g. <https://www.nuzest.com.au/>, <https://www.nuzest.co.nz/>  
WordPress WooCommerce: e.g. <https://www.nuzest-thailand.com/>
- Debug the site issues and improve site structure for SEO friendly
- Design website user interface with other team members
- Design and develop landing page and EDMs
- Develop company intranet (PHP and mySQL)

### **InfoTrack Pty Ltd (Oct/2017 – Feb/2018)**

#### Full Time – web designer / graphic designer

- Design and develop company website <http://infotrack.com.au/>
- Design UI/UX of digital products (web and app)
- Design eBooks and Infographic
- Design product flyers / brochures and social media ads

- Design pullup banners and website banners
- Design and develop EDMs

### **BlueInc Pty Ltd (Jun/2015 – Oct/2017)**

#### **Full Time – Front end web developer**

- Design and develop company Website <https://blueinc.com.au/>
- Design and develop company brands/products website
- Develop complex insurance quote form
- Develop custom Blogs system, landing pages and EDMs
- Front-end UI/UX design & development for Internal system (admin and sales)

### **ASUS – Australia (Aug/2014 – Dec/2014)**

#### **Part-Time graphic designer / web designer**

- Develop power by ASUS website <http://www.asuspromotion.net/au/pba/>
- Develop online product exchange system
- Design and develop dealer's EDMs
- Design website banners, Google ads banners, shop window décors ads
- Design Products advertise for PC magazines
- Help dealers design and develop their websites
- Edit Video ads

### **Triple888 Studio (Jan/2013 – Nov/2014)**

#### **Full Time - web developer / designer**

- Develop clients' websites to achieve SEO friendly and responsive with mobile devices
- Develop content management system for Clients to maintain their website remotely
- Develop directory system for clients, inc store info search, Google map locators
- Develop complex online ordering system
- Develop products management system
- Develop company website
- Design web banners