

# Leon Li

## Full Process Frontend Developer

Who am I?

I'm someone who's not afraid of stepping out of his comfort zone to learn new things and stay ahead of the curve.

I spend my days with my hands in many different aspects of web development, from UI design, front-end implementation to back-end coding, familiar with both development environment.

My early career as a multimedia designer had given me extensive background in computer graphics which enabled me to work across two different but closely related fields.

Possessing high proficiency in HTML, CSS and JavaScript, as well as multiple frameworks. Currently actively switching to Ruby on Rails as the main development platform, eager to do more work in relevant fields.

Following are a few case studies from my previous work.

# Case Study: Alfa Romeo Australia

*Skills showcased: problem analysis, responsive web design*

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## Problem

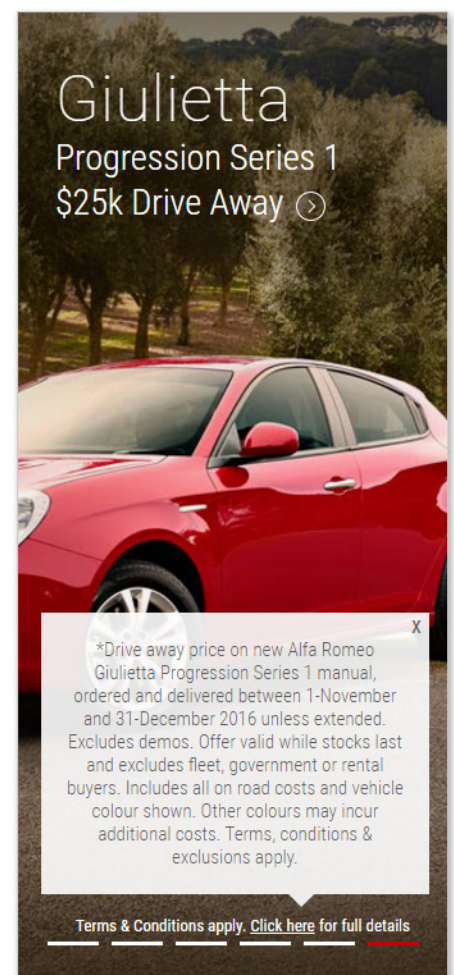
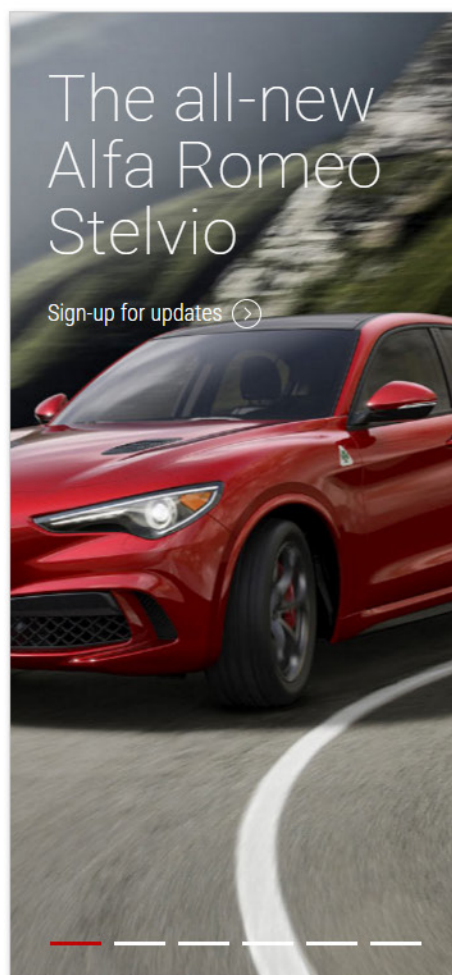
Alfa Romeo was outsourced to a third party previously and poorly supervised, it's been suffering from low code quality ever since. Over time, it has grown into a monster of tacked-on features and hotfixes.

We examined the many issues facing this project, and identified the top one as the homepage slider, which is the most important part of the whole site and the first element the users see. It is crucial for attracting attention and enable clickthroughs. However, it was badly designed and implemented, affecting user experience a great deal.

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## Current Status

*The images were cut off when viewport changed. The disclaimer is wrongly positioned and its text is in incorrect format. This simple yet buggy component often takes many man-hours to fix during each update.*



# Case Study: Alfa Romeo Australia

*Skills showcased: problem analysis, responsive web design*

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## Solution

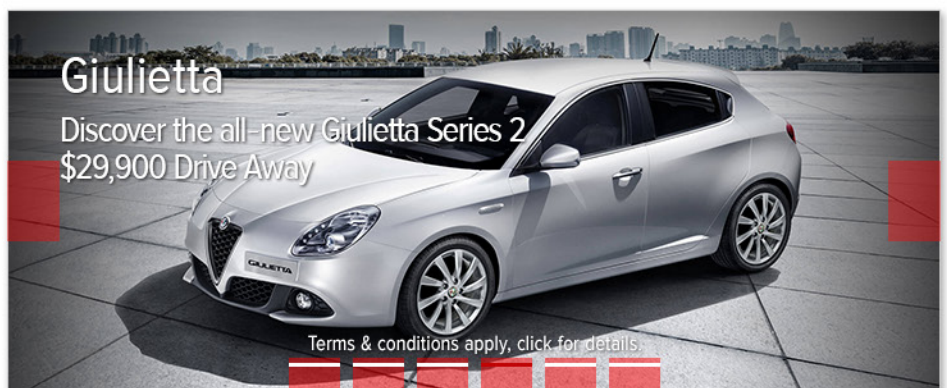
In order to fix the problem, several key issues need to be addressed:

1. The component need to be modularised, and configurable to accommodate various situations.
2. The new components must be fully responsive, and transit smoothly between desktop and mobile.
3. The controllers need to be customisable.

1. Text is not refined, and doesn't look very clear on some backgrounds.
2. Pagination button's clickable area is too small to use comfortably.
3. Disclaimer needs to be repositioned and adaptable.



We came up with a new design, and decided to use an existing plug-in as the base of our new module for handling responsiveness.



## Results

After modularisation, it now takes very little effort to update and make changes to the sliders, and they're much easier to use. As a result, the client response time has been drastically shortened, and testing is also simpler.



# Case Study: FIAT Australia

*Skills showcased: problem analysis, design thinking*

## Problem

FIAT was suffering from the same fate as Alfa Romeo. One of the pressing issues in this project is the ubiquitous disclaimers that's on almost every page, sometimes several on one page. It is an essential part to all the products and campaigns. However, it has been identified with the following issues:

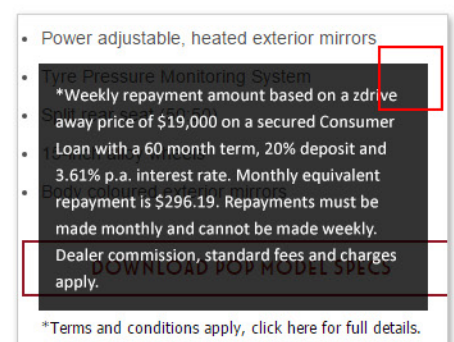
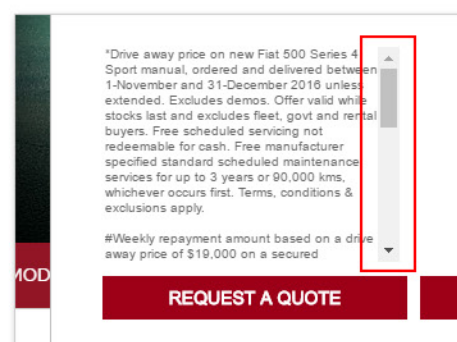
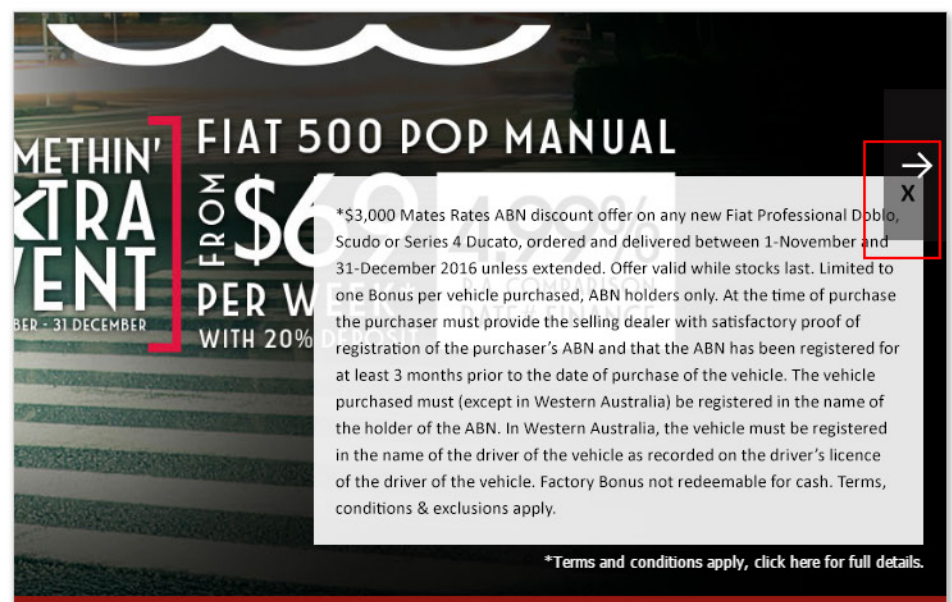
1. There're multiple sets of code throughout the project for disclaimers with different layouts.
2. The disclaimer is difficult to format and position according to its usage.
3. There're interference between different disclaimers on the same page.

## Current Status

*Some disclaimers interfere with other elements on the page, for instance the homepage slider. The close button is obstructed once the pop-up opens.*

*The appearance is not customisable, hence a new section of code needs to be added in for each situation.*

*Certain disclaimers don't have a close button. Once opened, they can't be closed.*



# Case Study: FIAT Australia

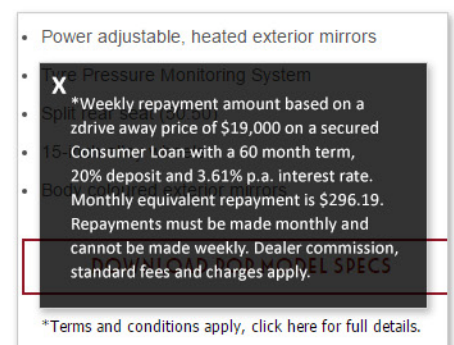
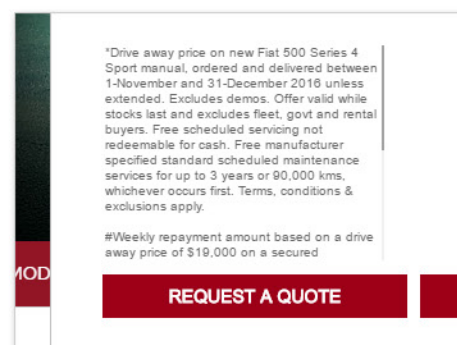
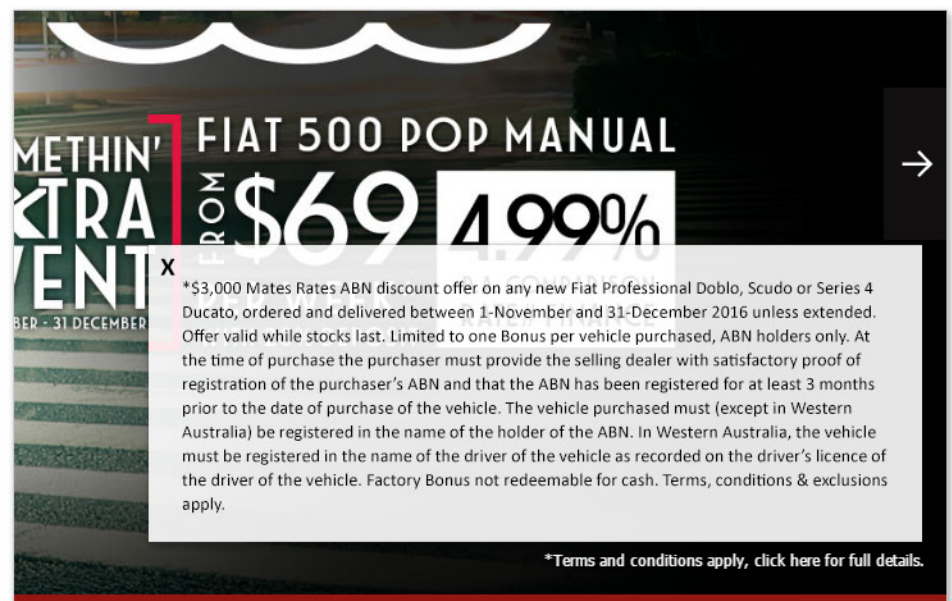
*Skills showcased: problem analysis, design thinking*

## Solution

To fix the problem, the following issues need to be addressed:

1. The disclaimer needs to be modularised and extremely configurable to suit various usages.
2. The scaling of the pop-up must be dependent on its parent container and automatically adaptable.
3. Should the parent container not styled properly, the disclaimer needs to put the necessary CSS rules in place.

*All aspects of the disclaimer is configurable, including close button position, alignment of the link, background colour, text layout, as well as scrollbar. There're now also multiple ways to close the pop-up.*



## Results

The new disclaimer is much easier to invoke with only a small section of code, all configurations and text are organized in a few lines. The component is completely independent and carefree.

# Case Study: TravelSky UMETrip Revamp

*Skills showcased: ideating, prototyping*

## Purpose

As a frequent user of my own company's mobile app, I often felt frustrated with its interface which looked so crowded and hard to orient as all kinds of information were clustered on the UI. It was difficult to locate functions and retrieve information needed.

Although unable to change the app myself, I set out to create a concept design and presented it to the app team as a comprehensive user feedback.

## My Design

The aim of the design was to consolidate similar functions, and arrange them into clearly defined hierarchy with the most frequently used items floated to the top for quick access.

Rather than hide away as much as possible which was not the right approach. Conceal functions from the users will only affect "clickthrough rate". Most of the users are not big on exploring the interface or capable of doing so.





# Case Study: TravelSky UMETrip Revamp

*Skills showcased: ideating, prototyping*

## iPhone Mockup



## Current Design

*The interface has evolved much ever since. I'm glad to say that my suggestion was partially adopted and kept till this day.*



## Contact and Links

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|---------------|---|
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| <b>GitHub</b> | <a href="https://github.com/bbddstory">https://github.com/bbddstory</a> |



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