



Leon Li

Full Process Front-end 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 aspects of web development, from front-end implementation to back-end coding, as well as UI and UX. Well versed in both front-end and back-end environment.

Due to my early career as a multimedia designer, I have extensive experience in computer graphics which enabled me to work across various fields.

Possessing high proficiency in HTML, CSS and JavaScript, as well as frameworks like React, Vue and Angular. Currently using React and Vue as the main development platform, eager to do more work in relevant fields.

Following are a few case studies from my work.

Case Study: Alfa Romeo Australia

Skills showcased: problem analysis, responsive web design

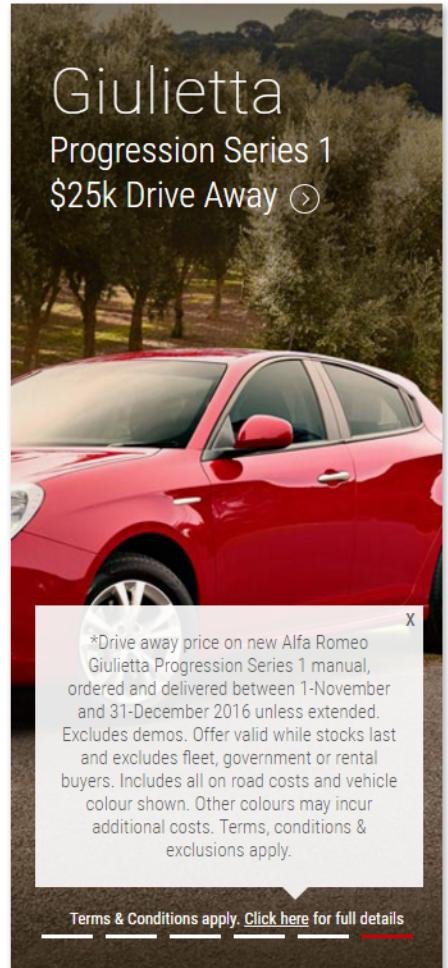
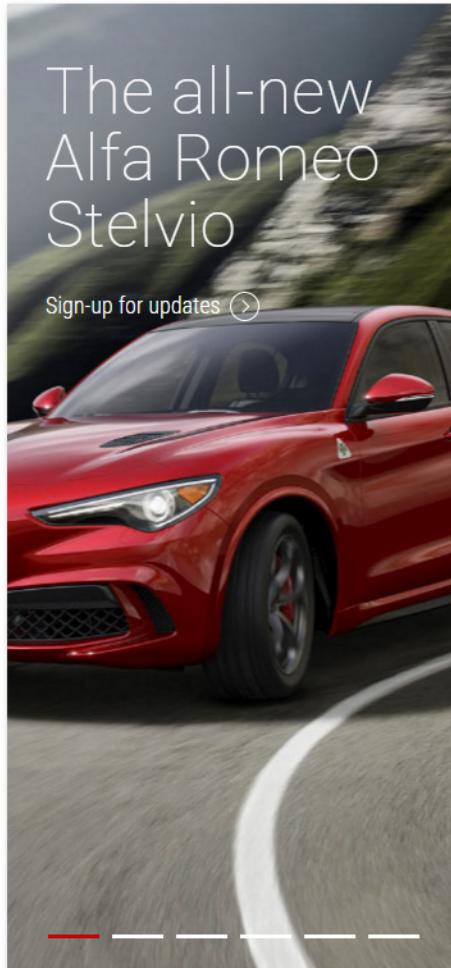
Problem

Alfa Romeo was outsourced to a third party previously and poorly supervised, it's been suffering from low coding 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.

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

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:

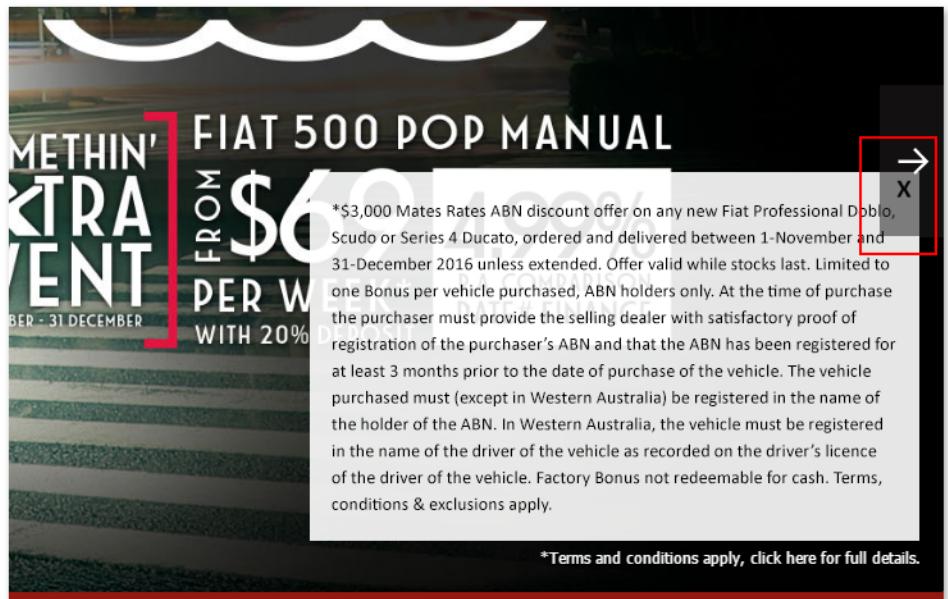
1. There're multiple sets of code throughout the project for disclaimers with different layouts.
2. The disclaimer is difficult to format and position according to its usage.
3. There're interference between different disclaimers on the same page.

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.



A screenshot of a FIAT website showing two separate disclaimers. The first disclaimer is on the left side of the page, containing text about a drive-away price and terms. The second disclaimer is on the right side, listing various vehicle features and financing options. Both disclaimers are presented as scrollable boxes with no visible close buttons.

Case Study: FIAT Australia

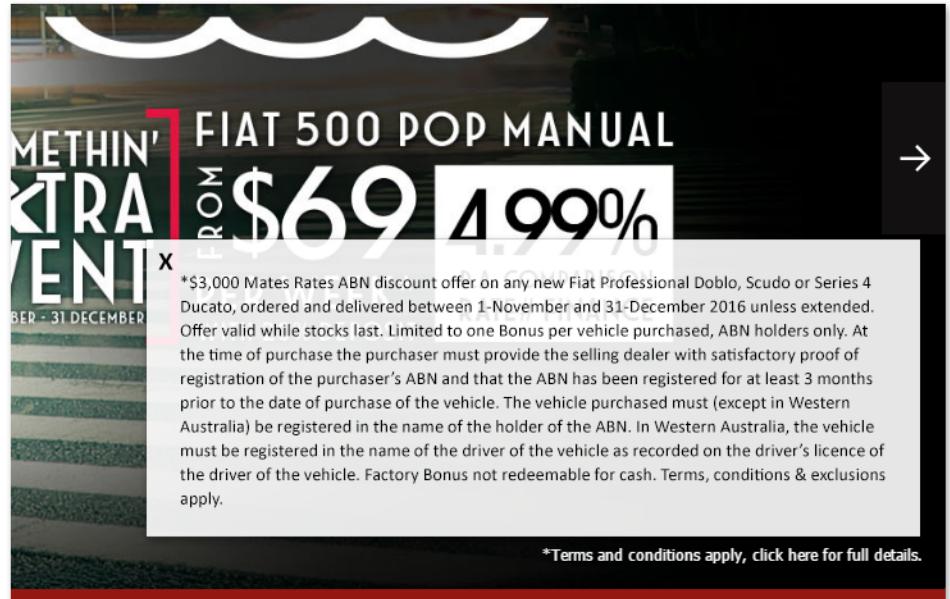
Skills showcased: problem analysis, design thinking

Solution

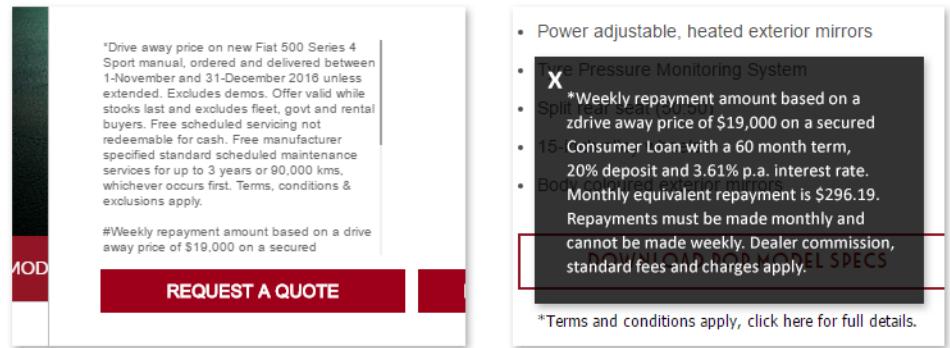
To fix the problem, the following issues need to be addressed:

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.



*Terms and conditions apply, click here for full details.



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

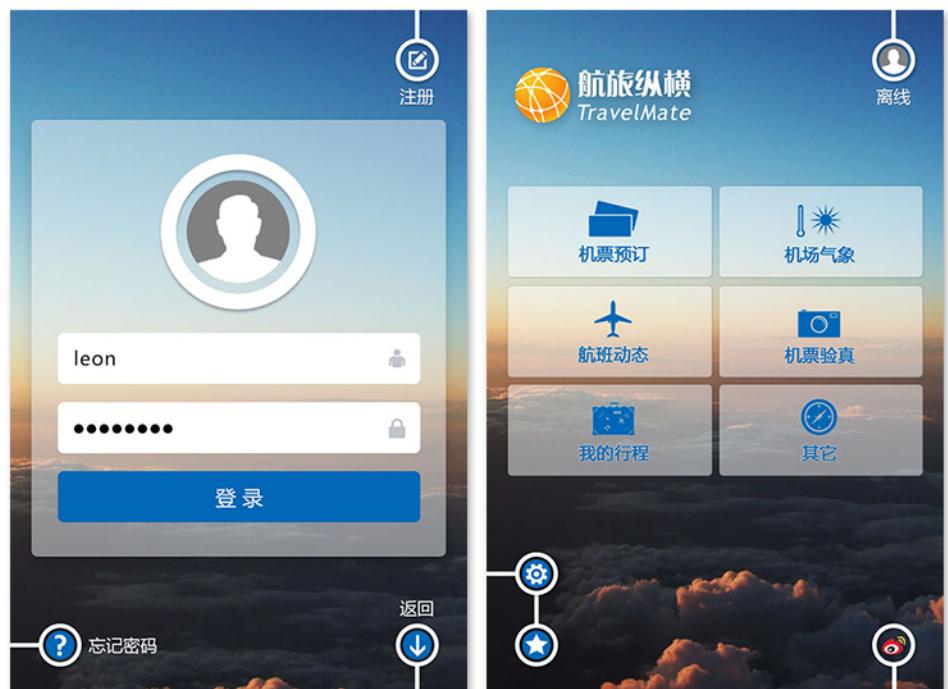
As a frequent user of my own company's mobile app, I often felt frustrated with its interface which looked so crowded and hard to orient as all kinds of information were clustered on the UI. It was difficult to locate functions and retrieve information needed.

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

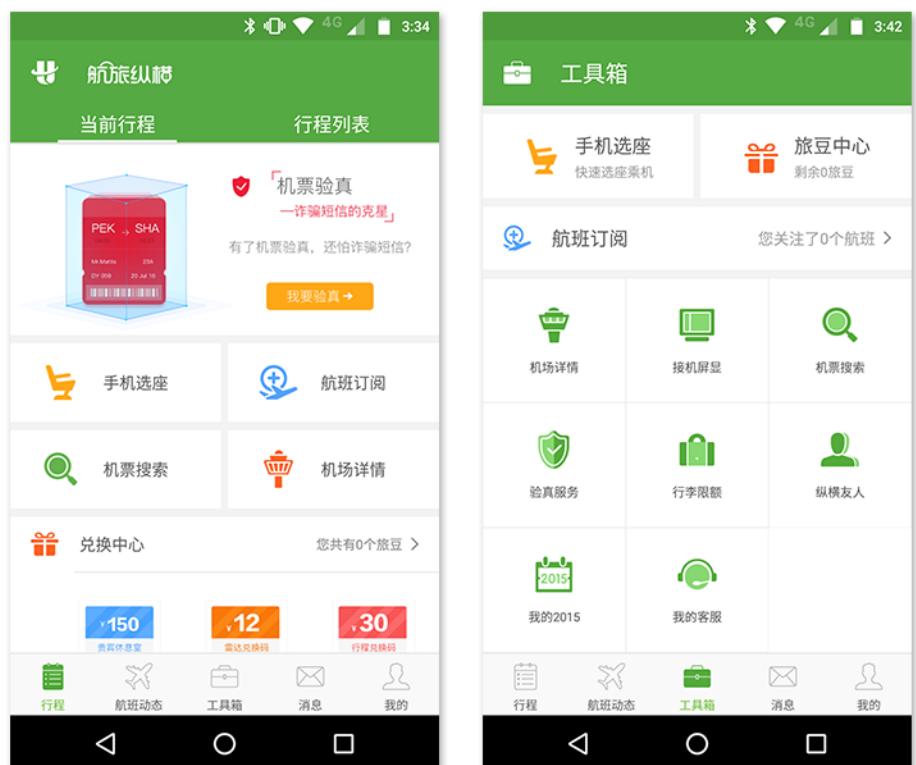
Skills showcased: ideating, prototyping

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.



Case Study: PhantomZone

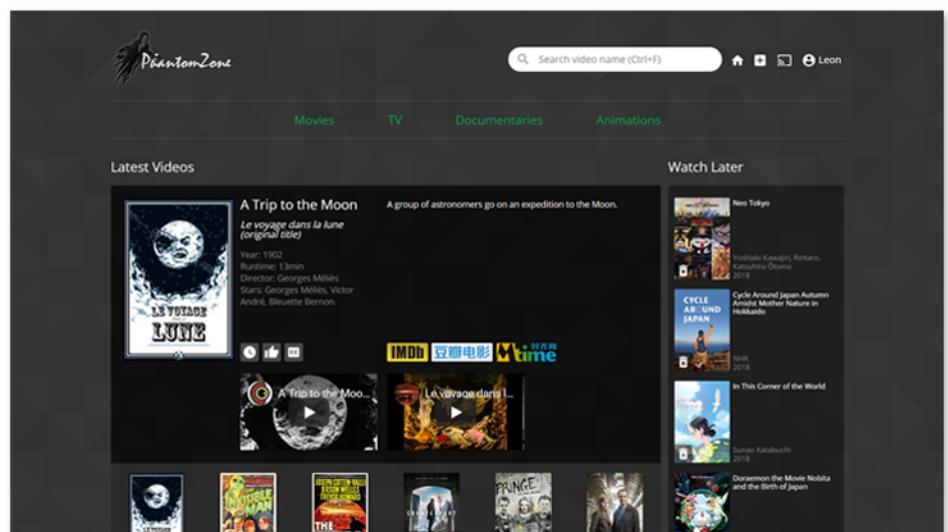
Skills showcased: UI/UX Design

Purpose

I'm an avid collector of videos. As years went by, my collection gradually outgrew my memory bank, and can not be managed by recollection alone anymore. So I decided to create a portal to my home NAS, with automatic file naming and info uploading utilities, and a database to store the records.

My Design

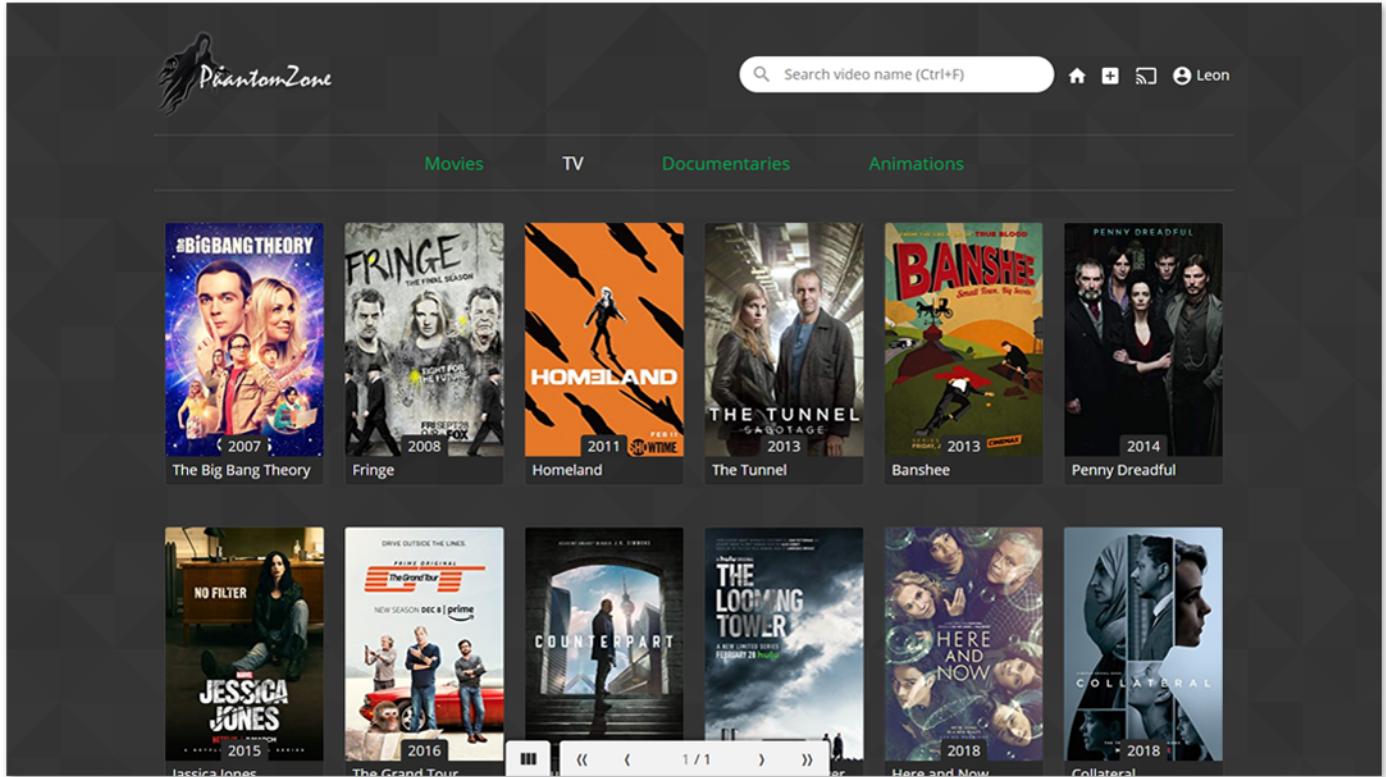
Before starting from scratch, I referenced several online video databases and streaming apps for ideas. Given the fact that this website is mainly about storing and finding existing records, with no particular requirements on cross referencing and user interaction. So I decided to emphasize on a strong search function and presenting as much video info on the page as possible. For practical purpose, I'd also need the ability to create my own watch list, showing latest videos and recommendations from other users. As such, a large amount of information is going to be on the UI, and therefore not really practical or necessary to make it fully responsive, since I'll be making a dedicated mobile version anyway.



Case Study: PhantomZone

Skills showcased: UI/UX Design

Category Listing with Pagination and View Switching



Video Information Page

A screenshot of the PhantomZone application's video information page for the TV show 'Counterpart'. The top navigation bar and header are identical to the previous screenshot. The main content area features a large poster for 'Counterpart' on the left, followed by detailed information about the show: Type: Adventure, History; Year: 2017; Runtime: 1h; Creators: Justin Marks; Stars: J.K. Simmons, Harry Lloyd, Olivia Williams; Language: English. To the right of the details is a descriptive paragraph: 'A hapless UN employee discovers the agency he works for is hiding a gateway to a parallel dimension that's in Cold War with our own, and where his other self is a top spy. The war slowly heats up thanks to spies from both sides.' Below the show details are links to external platforms: IMDb, Douban Movie, and Mtime. At the bottom of the page is a section titled 'Video Specs' containing technical information: Resource Name: Yabu.no.naka.no.kuroneko.1968.CC.BluRay.720p.x264.FLAC-CMCT.mkv, Format: MKV / MP4 / AVI, Resolution: 1920 x 1280, Video Codec: h264 / h265, File Size: 1.5GB, Colour: Colour / Black and White, Audio Codec: aac / ac3 / dts.

Case Study: Forever Junior Dev

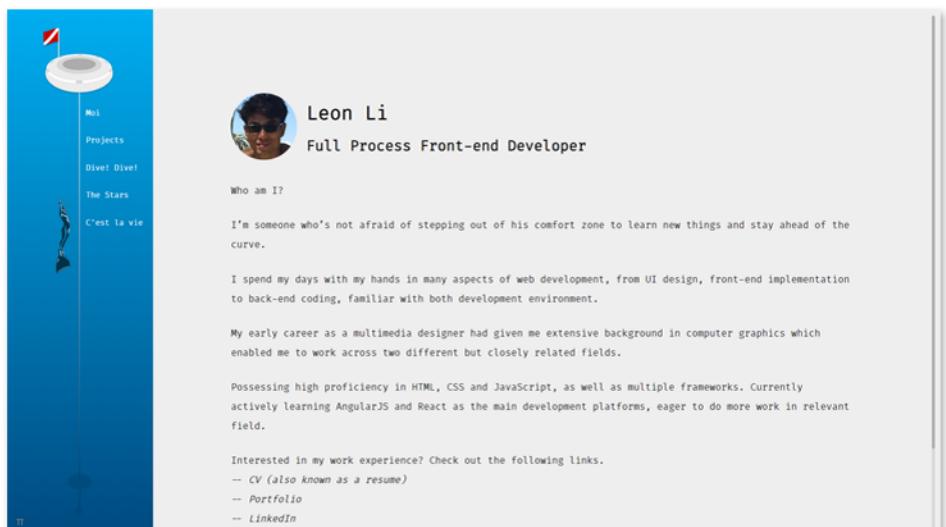
Skills showcased: UI/UX Design

Purpose

Having a decent home online is a must for IT professionals. As for my personal den, I've decided to call it Forever Junior Dev. The notion behind it was that no matter how much you've accumulated, there's always as much that you don't know about. The only thing you'll ever gain is the ability to learn and the attitude to cope with difficulties. Hence you're forever a junior dev.

My Design

I'm a scuba diver as well as a free diver. They're my favourite sports. So I employed elements from free diving for the navigation panel (made with HTML 5 canvas), and gradient sea water as background. I used illustration style for the graphics and kept the colour pallet small and light. Most of the content is text only with occasional thumbnail images to keep the page clean and simple. The avatar photo is part of a group photo when I was doing free diving training in the Philippines with my skin completely tanned to charcoal. But I think it fits with the theme and gives off character.



Contacts and Links

Phone	047 889 2616
E-mail	bbddstory@live.com
GitHub	https://github.com/bbddstory
Forever Junior Dev	http://bbddstory.github.io
PhantomZone	http://pzone.foreverjuniordev.com