

ERLI LING

Enterprise Product Designer

Engineering Mindset • Systems Thinking • Experience Storytelling

📍 Dallas, TX

🌐 www.erliling.com

✉ erliling2022@gmail.com

ABOUT

Enterprise Product Designer with 10+ years building enterprise software and 6+ years designing AI-powered enterprise products.

I specialize in transforming complex operational systems into intuitive decision-making experiences through engineering thinking, systems design, and visual storytelling.

PRODUCT DESIGN EXPERIENCE

Zhoubang Technology 2024–Present
Product Designer

- Led UX design for an AI-powered manufacturing platform streamlining production monitoring and decision-making.
- Defined information architecture and AI-assisted workflows, simplifying supervisors' path from issue detection to action.
- Collaborated with engineering teams to translate complex business requirements into scalable product experiences.

SAP 2014–2018
UX/UI Designer

- Designed enterprise workflows for vehicle customization and manufacturing operations, improving process clarity, and driving 80% task success rate, <1 min issue response.
- Led IA and interaction design for Central Design Time, achieving 70% adoption and 40% fewer routing errors.
- Presented AI-assisted manufacturing concepts at SAP Global Innovation Event. Three concepts advanced to proof-of-concept; one shipped to production.

ENGINEERING FOUNDATION

Hewlett Packard Enterprise 2011–2014
Software Engineer | Scrum Master

Built large-scale enterprise software that strengthened my understanding of complex systems, technical architecture, accessibility, and cross-functional product delivery.

- Led accessibility improvements for the Release Control product, enhancing usability and ensuring WCAG 2.1 AA compliance.
- Led Native Change Calendar project from planning to delivery.

STORYTELLING FOUNDATION

Award-Winning Storyboarding

Created narrative storyboards across multiple animation productions, strengthening visual communication, experience storytelling, and user journey thinking.

Recognition: 9 Best Short Animation Awards | 50+ International Festival Selections

CORE STRENGTHS

Systems Thinking

- Simplifying complex enterprise workflows
- Information architecture
- Decision-support interfaces

Engineering Mindset

- 10 years of enterprise software development
- Technical collaboration

Experience Storytelling

- User journey visualization
- Design narratives

TOOLS

Figma • Claude Code • Cursor • Miro • Illustrator • Photoshop • HTML/CSS • JavaScript • React • Jira

EDUCATION

Texas A&M University 2019–2023
Master of Fine Arts
Visualization (GPA 4.0)