

Erli Ling

UX/UI Designer with Developer Background

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Work Experience

Zhoubang Technology

UX/UI Designer | Sep 2023 – Present

- Designed workflows, dashboards, and digital twin interactions for an AI manufacturing platform, simplifying complex processes and enabling efficient production monitoring and decision-making.

SAP SE

UX/UI Designer and Software Engineer | Sep 2014 – Jul 2019

- Collaborated with the Chinese Academy of Sciences on a smart manufacturing showcase that reduced time to generate \$1M in value from 20 years to 4 years. Designed vehicle customization and production management systems through iterative design cycles.
- Designed Central Design Time, a cloud workflow platform building end to end models and provide a holistic view on production processes; Responsible for IA and interaction design, driving 70% client adoption and 80% satisfaction.
- Presented design concepts at the SAP Global Innovation Event (400+ attendees), including embedded AI-assisted workflows in Manufacturing Execution systems. Out of 121 submissions, 3 of my concepts reached POC, with 1 shipped to production.

Hewlett Packard Enterprise

Software Engineer and Scrum Master | Aug 2011 – Sep 2014

- Led an Accessibility project for the Release Control product, coordinating cross-functional teams to enhance system architecture, expand feature coverage, and ensure compliance with accessibility standards.
- Led the Native Change Calendar project, driving cross-team alignment and planning an agile migration from Release Control to Service Manager, ensuring smooth execution and minimal disruption.

About

UX/UI Designer with 5 years of experience designing enterprise-level products, backed by 6 years as a Software Engineer. Strong in Enterprise UX and workflow optimization, bridging system logic and user needs to simplify complex B2B operations and accelerate decision efficiency.

Design Focus

- Enterprise UX
- Research & Insights
- IA and Interaction Design

Skills

Tools

Figma · Figma Make · Cursor · Claude Code · Storybook · Axure RP · InDesign · Illustrator · Photoshop · Premiere Pro · After Effects · Miro

Research

User Interviews · Persona Develop · IA · Interaction Design · Inclusive Design · Usability Testing

Education

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