

Hello.

Moxa.

Greenvines.

Fullinn.

Mayrin Australia.

TSRC.

Launch Kitty.

Kronos/Cartesi/Orsus.

Hello! I'm Celeste and most of the time being an associate art director, other times I'm a visual designer, on occasions (my family's) tech support and a full-time Christian. In my free time, I learn new things about literally anything and Netflix and chill.

And bad kerning does keep me up at night.

**“In the end, all you have to do is try to make this world better than you got here before.”**

After rolling around in several areas of design, finally, settle with technology. Skilled in photography, illustration, filmmaking, graphic design and UI/UX. After a module in the first semester of my MA written down design manifesto, I believe that Design is an intention to solve problems. Working and playing are often at odds, but my perfect day involves work that feels like play. I respect the diversity of individualisation but emphasise the unification in specific moments. Hope can solve the world's problem with design thinking. I'm a rationale strategic planner with an arty nature, taking responsibilities with a keen heart. Also, a highly self-motivated learner who has a good sense in both design and humour. Last but not least, I love to make friends and to travel.

Moxa

MOXA



**Moxa** provides a full spectrum of quality products for industrial networking, computing, and automation. Striving to understand customers needs, providing service that exceeds expectations that reach in more than 70 countries. By looking back to the sitemap, we adjust the structure of the website fundamentally. After two years of production, working closely with the client and the team, the revamp website leverages the new face while emphasising the ingenuity.

**Read the full story >**

**COMPLETED AT**

[Tenten.co](http://Tenten.co)

**CLIENT**

Moxa.com

**DURATION**

Oct 2016- Feb 2019 (2 years+)

**ROLE**

Industrial/Design Research, User flowchart, UI/UX Designer, Mockup Designer, Ideation & Prototyping

**TEAM**

Hsiang Lee, Salie Chien, Cece Lin, Poppy Fu, Erik Chen

**TOOLS**

Axure RP, Moqups, Balsamiq, Office Suite, Zoom, Adobe Photoshop, Illustrator, Acrobat, Sketchapp, Abstract, Invision, Skype.





- Turbo Ring and Turbo Chain (recovery time < 50 ms @ 250 switches), RSTP/STP, and MSTP for network redundancy
- RADIUS, TACACS+, SNMPv3, IEEE 802.1X, HTTPS, and SSH to enhance network security
- IEC 62443-4-2 compliant
- EtherNet/IP, PROFINET, and Modbus/TCP for process management and monitoring
- Supports MXstudio for easy, visualized configuration
- V-ON™ ensures millisecond-level multi-camera streaming

Certifications



GET A QUOTE

+ Follow updates

Overview

Specifications

Resources

Models

MOXA


ProductsSolutionsSupportHow to BuyAbout Us

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Smart Infrastructure for a Smart Factory

Create a reliable network for seamless factory automation

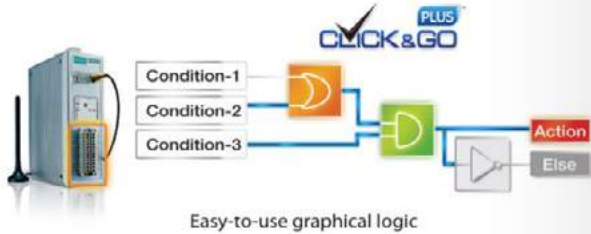
LEARN MORE



Overview

The iologik 2500 is a smart remote I/O product with unique hardware and software designs, making it an ideal solution for a variety of industrial data acquisition applications. The iologik 2500's hardware design includes port unmanaged Ethernet switch and 2 serial ports, enabling the iologik 2500 to seamlessly connect to a variety of field devices. One of the Ethernet ports can be used to link to 8 daisy-chained iologik E1200 expansion modules to provide more than 100 channels. The iologik 2500 acts as the "head" unit, with Click&Go Plus logic used to control the entire I/O array. Most importantly, the iologik 2500's single IP is all that's required to connect the entire I/O array to your network, providing the perfect solution for industrial field sites that have an insufficient number of IP addresses.

Powerful Control Logic from the New Click&Go Plus™



The new Click&Go Plus™ control logic now supports up to 48 rules with further upgrades to 8 conditions/act. In addition, its graphical user interface provides 3 logic gates and 3 multi-layers, helping you build more powerful and efficient IO solutions. Once you finish setting up your Click&Go Plus™ logic rules, iXpress's easy-to-use simulation® function can be used to find potential errors in your Click&Go Plus™ rules before uploading them to your online devices.

Peer-to-peer (P2P) mode is widely used for industrial applications. Traditionally, you would need to use P2P devices on both sides of the connection. However, if a configuration mismatch occurred between the P2P devices, the P2P connection would fail, after which you would need to spend extra time and effort to check the P2P settings. With iXpress, all you need to do is set up the output device, and the P2P connection will be established automatically.

Note: When connecting a single-mode fiber transceiver, we recommend using an attenuator to prevent damage caused by excessive optical power.

Typical Application—TFT-LCD Manufacturing

Manufacturing TFT-LCD (thin-film transistor liquid crystal display) panels is a complicated and highly technical process. The three major stages in TFT-LCD panel production are the array, LC cell, and module assembly processes. In addition, each finished panel must also pass a series of quality inspection tests, which include defect inspection and lighting tests. The most challenging part of the TFT-LCD manufacturing process is achieving zero fault tolerance for high quality and productivity. One of our customers needed a USB-to-serial solution to transmit data between a host and quality inspection equipment in the TFT-LCD manufacturing process. In such a demanding manufacturing environment, adopting multiple ports and Moxa's ruggedly designed UPort® 1650-16 USB-to-serial converter proved to be the best option.

IIoT in Action

Interconnected Factories with Zero Packet Loss

Industry 4.0 is defined by networks of connected devices able to share information, create a virtual copy of a physical space and make decisions in real time. At the core of Industry 4.0 is the need for ultra-reliable communication networks then before.

LEARN MORE

MOXA IIOT WEBINAR

Device Connectivity Enhances OEE to Boost Productivity



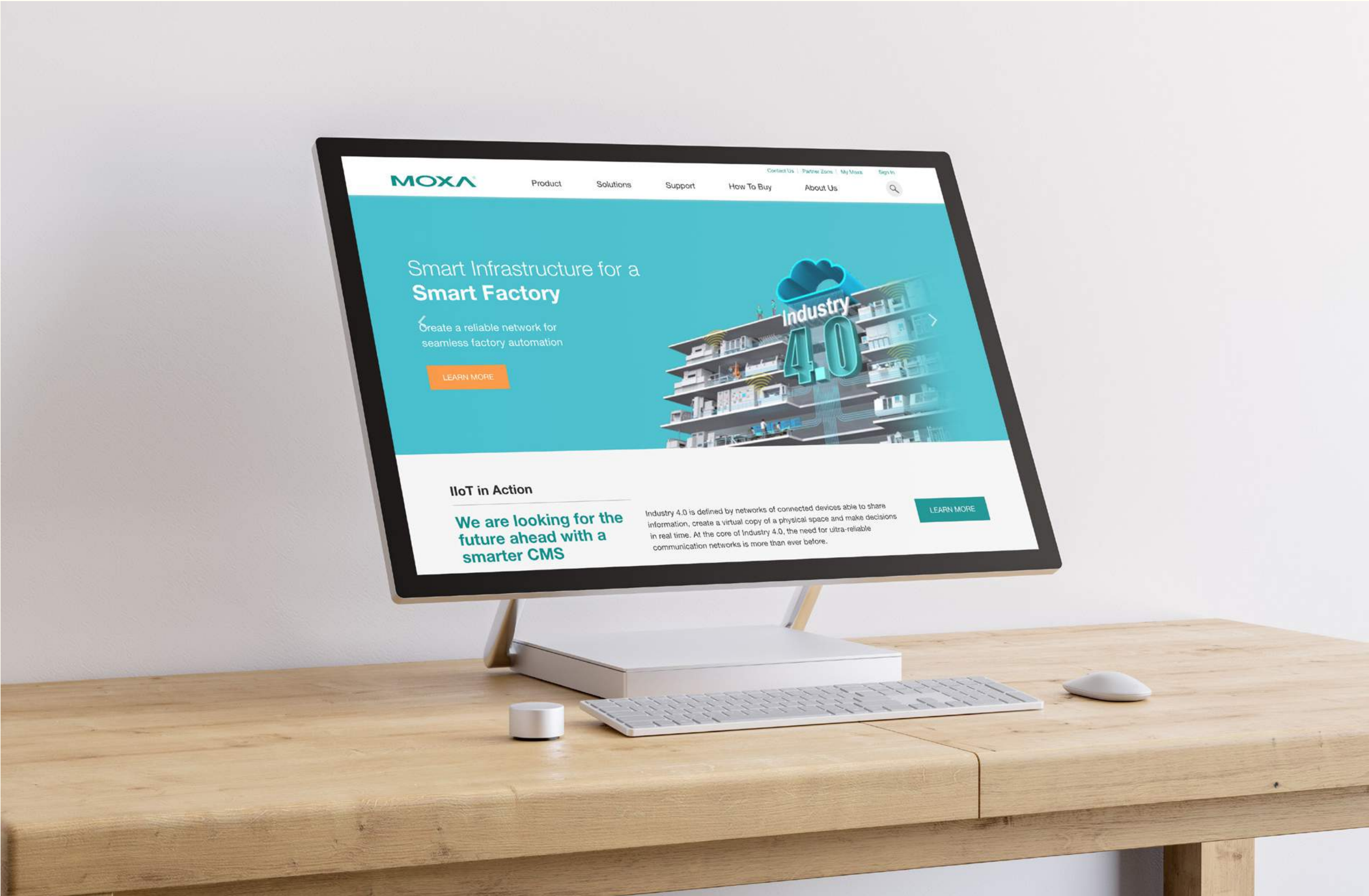
Featured Products



Best Fit for Your Control Cabinets

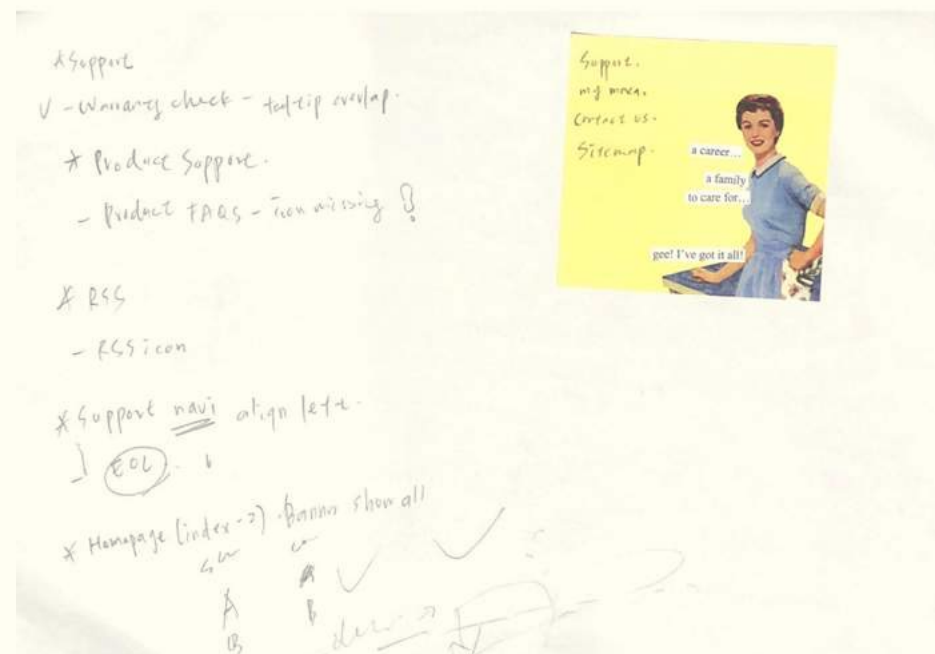
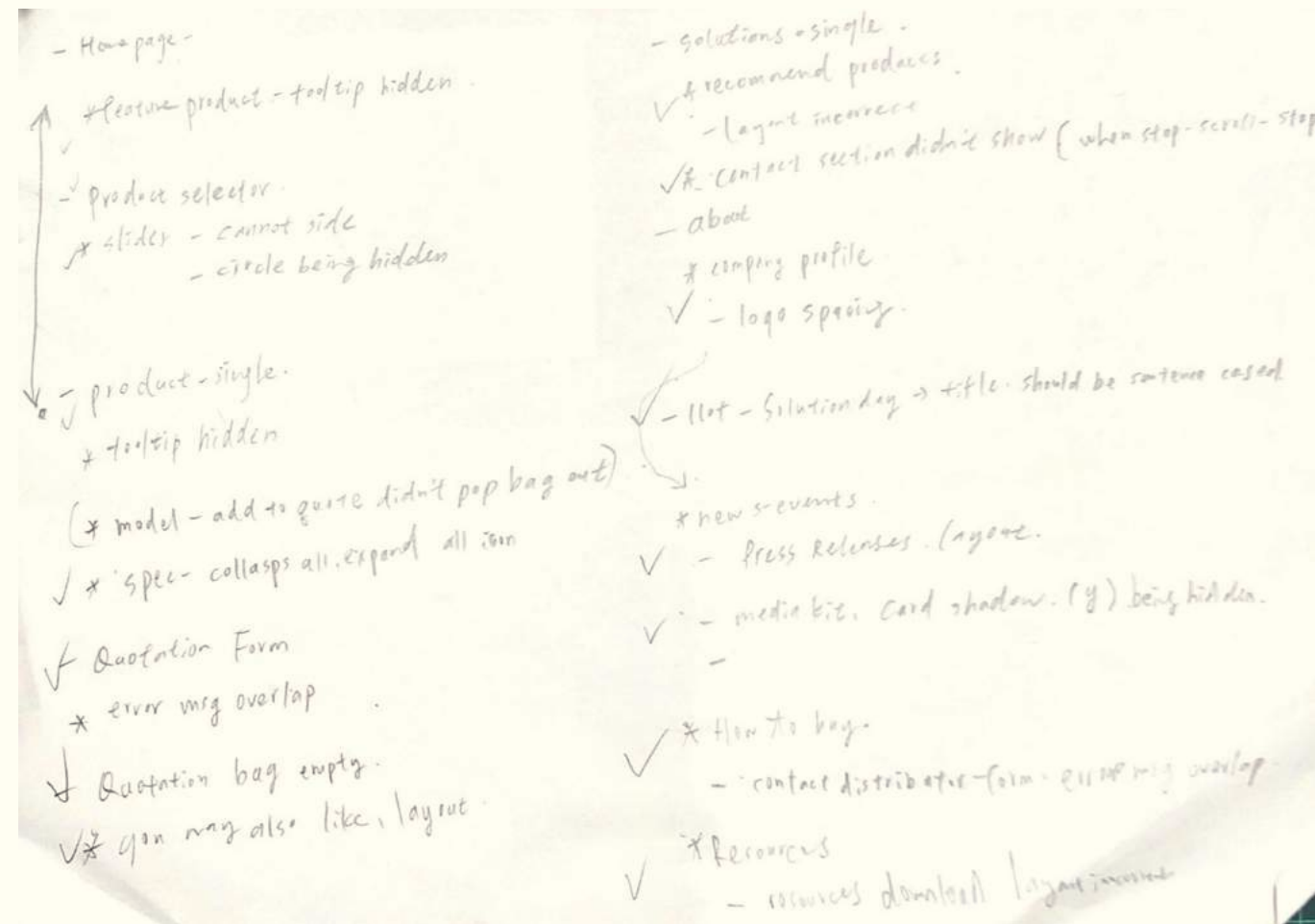
The SDS-3008 smart Ethernet switch is the ideal product for IA engineers and automation machine builders to make their networks compatible with the vision of industry 4.0

LEARN MORE





To make explicitly visual guidelines, we started with the design of essential components. By following the methodology which Brad Frost proposed in his book “Atomic Design”, we overhauled complex pages into pieces. After a clear definition of atomic component usage, a do and don'ts banner design guidelines and colour palettes as our foundation; front-end developers rearrange these components to a fabricator. Centred around the Moxa standard colour, we eliminated and focused on bright, clean linear segments; Not only do these emphasise a vivid image of the corporation, but they also provide classified information to users.

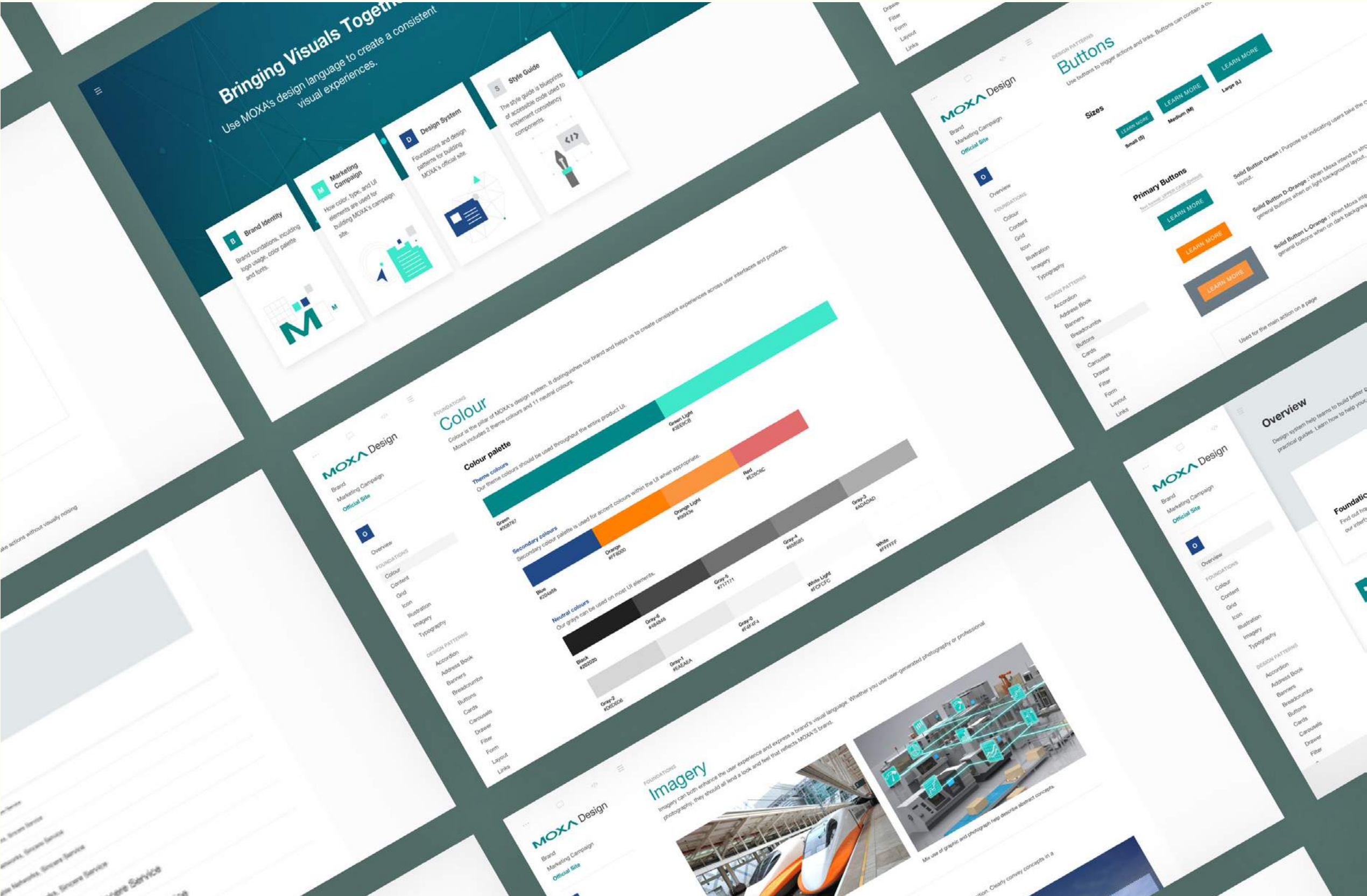


#### ABOVE & BELOW

The structure hand jotting note









# Greenvines



**Greenvines** is a unique lifestyle brand that builds both fresh and personal care products to reshape how we can live better, healthier in a more sustainable way. With the belief that ‘innovation can be sprouted’, the team extended its product lines into green personal care products customised for our bodies’ real and only needs. Followed by understanding the needs from Greenvines, the whole site was built to accommodate flexible ordering of different modules. Together with the in-house designers of Greenvines, we created some flexible product stories modules. Product pages can be constructed creatively with some pre-designed sections which give more freedom to the content managers.

**Read the full story >**

**COMPLETED AT**

[Tenten.co](http://Tenten.co)

**CLIENT**

Greenvines

**DURATION**

Feb 2018- Feb 2019 (1 year)

**ROLE**

Industrial/Design Research, User flowchart, UI/UX Designer, Mockup Designer, Ideation & Prototyping

**TEAM**

Hsiang Lee, Poppy Fu, Erik Chen

**TOOLS**

Axure RP, Moqups, Balsamiq, Office Suite, Zoom, Adobe Photoshop, Illustrator, Acrobat, Sketchapp, Abstract, Invision, Skype.

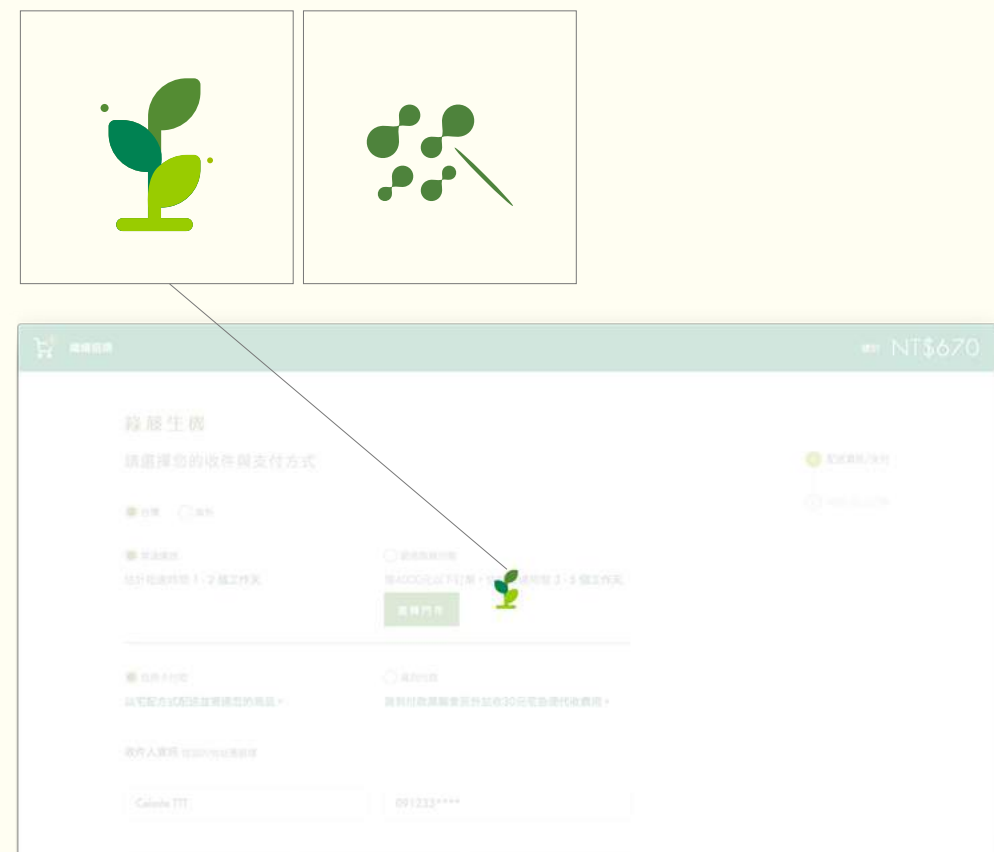




This is the first time for me to execute the principles and patterns what I've learned from 'Microinteractions' by Dan Saffer, by making UI animated transition to deliver delightful user experience. Through using Lottie by Airbnb as well as bodymovin, it gets effortless and efficient to render animations made by After Effect to a json file for front-end developers to implement. Every detail should be careful to give a better experience to users while visiting the site.

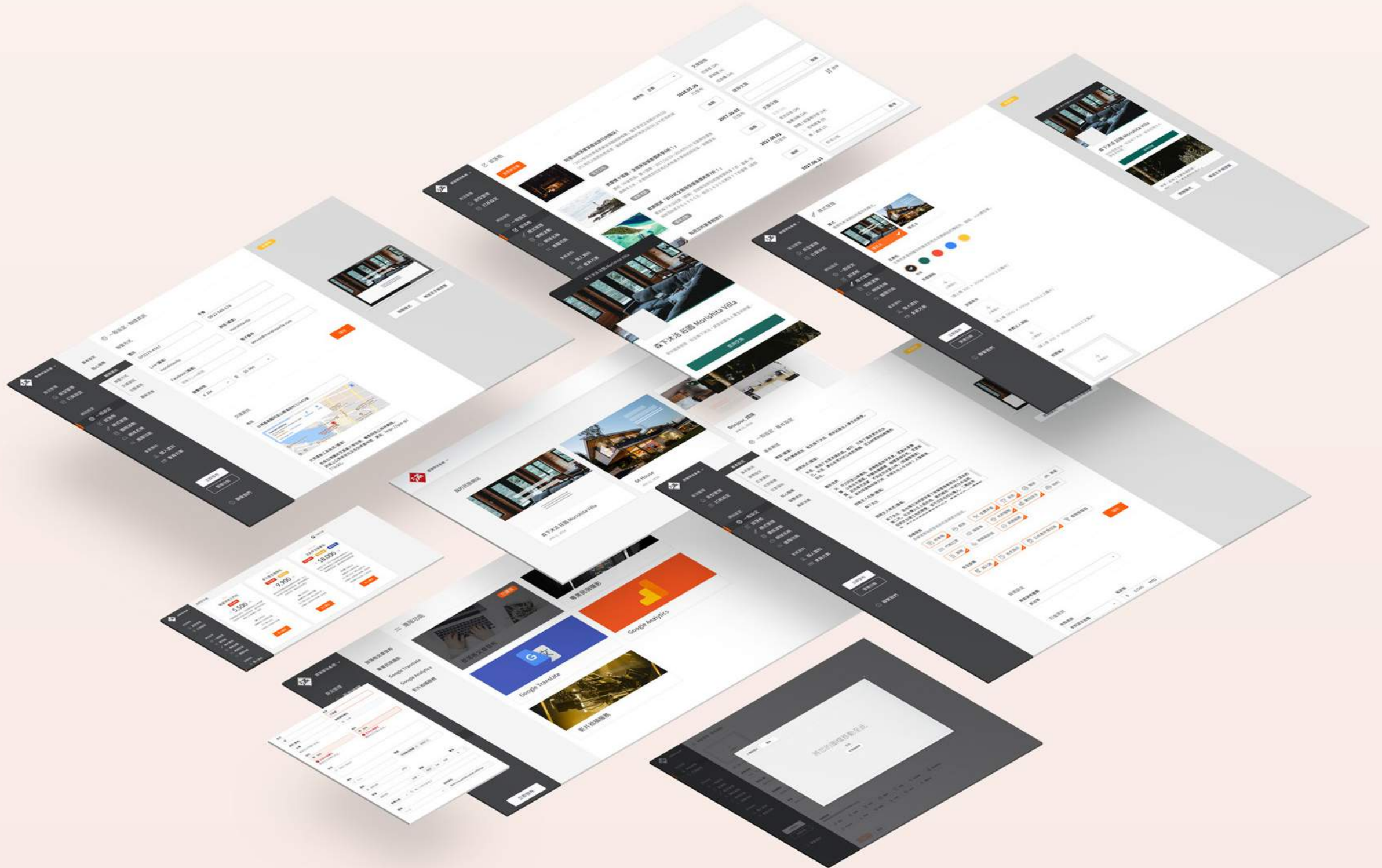
#### ABOVE & BELOW

UI animation loader made by bodymovin and lottie











The team of **Fullinn** members acquire engineering technology background and as a B&B host themselves found out that it is an unsolved pain point to generic hosts without a well-managed booking system. Trying to build a real problem-solving product, they rolled up the sleeves with an easy to use PMS to amateur hosts. After the rolling of the Fullinn system, they decided to take the service to another level- by offering a website builder which can seamlessly be administrated by hosts. To make the achievement, they came up with a requirement of the design.

**Read the full story >**

(PASSWORD: HELLO )

**COMPLETED AT**

Tenten.co

**CLIENT**

Wd.fullinn.tw/

**DURATION**

Dec 2017- Feb 2018 (3 months)

**ROLE**

Design Research, User flowchart, UI/UX Designer, Mockup Designer, Ideation & Prototyping

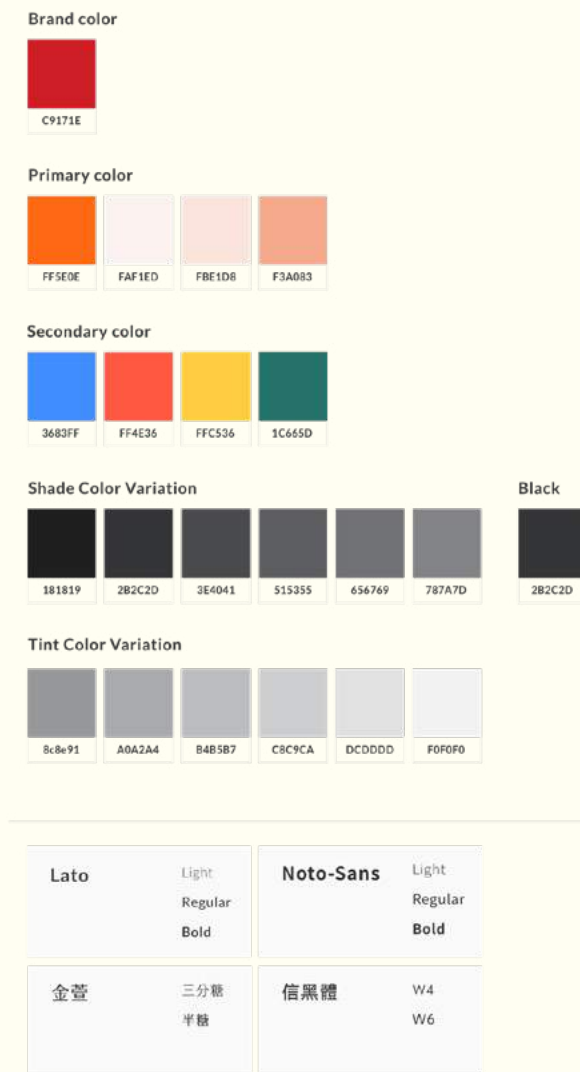
**TEAM**

Hsiang Lee, Cece Lin

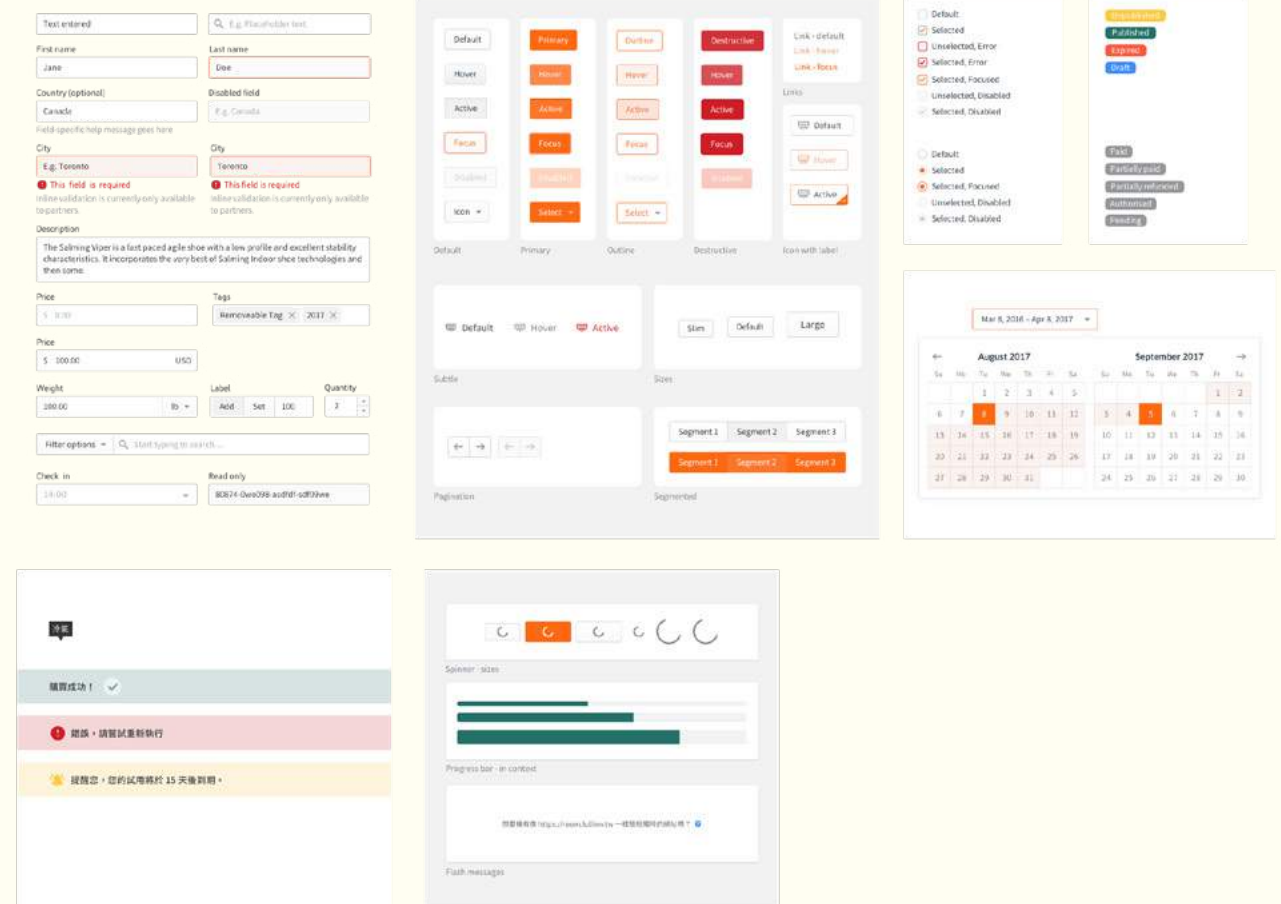
**TOOLS**

Axure RP, Moqups, Balsamiq, Office Suite, Zoom, Adobe Photo-shop, Illustrator, Acrobat, Sketchapp, Abstract, Invision.





Followed by the research, we enter into the curating of the design system. For this project is a collaboration with Fullinn team (which we only execute design phase), a clear, neaten, comprehensive record and definition of the design system are



essential. With the assisting of a well-constructed prototype, a lucid communication is achieved during the process.



# Mayrin Australia





One of the China's leading real estate company, **Mayrin group** wanted a new digital look that would connect the dot between China and Australia. We developed a comprehensive new design language that established a strong and more international brand image that combined Modernism of West and traditional culture of China.

**COMPLETED AT**

[Tenten.co](#)

**CLIENT**

[Mayringroup.com/](#)

**DURATION**

Jun 2017- Feb 2018 (2 phases, 9 months)

**ROLE**

Web Visual Designer, Front-end designer

**TEAM**

Hsiang Lee, Salie Chien

**TOOLS**

Adobe Photoshop, Illustrator, Acrobat, Atom, Coda, Wordpress, Iterm.





[PROJECTS](#)   [CONTACT](#)

vested significantly in  
and has an extensive portfolio  
nts planned.

gh occupancy rates for  
and a focus on quality  
ied urban spaces,  
sinability and proximity to  
ential developments are sound  
ind harmonious living with

New project  
Archwood

## Our Story

Living. Working. Relaxing.

Propelled by our vision, Mayrin Group reshapes and revitalises communities. Delivering complex planning outcomes for major projects, Mayrin Group has an established track record of creating outstanding personal and public spaces.

[READ ABOUT US](#)

## Our Works

[← BACK TO PORTFOLIO LIST](#)Potential Residences  
69

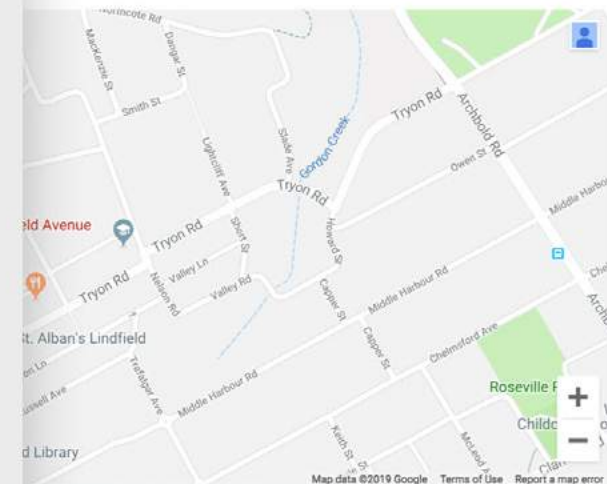
Project Value  
\$100m+

Gross Floor Area  
5,960 m<sup>2</sup>

SHARE THIS PROJECT : [!\[\]\(3342c215b2a8b663596a81468d5dc314\_img.jpg\)](#) [!\[\]\(5e22d44aef1f9548ca8274cbfb388e9d\_img.jpg\)](#) [!\[\]\(b011182daf5a0527ed818f91dc4cf8f7\_img.jpg\)](#) [!\[\]\(e021942709a217cfed2f781c62feb09c\_img.jpg\)](#)

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NEXT PROJECT >



31 Jan 2019  
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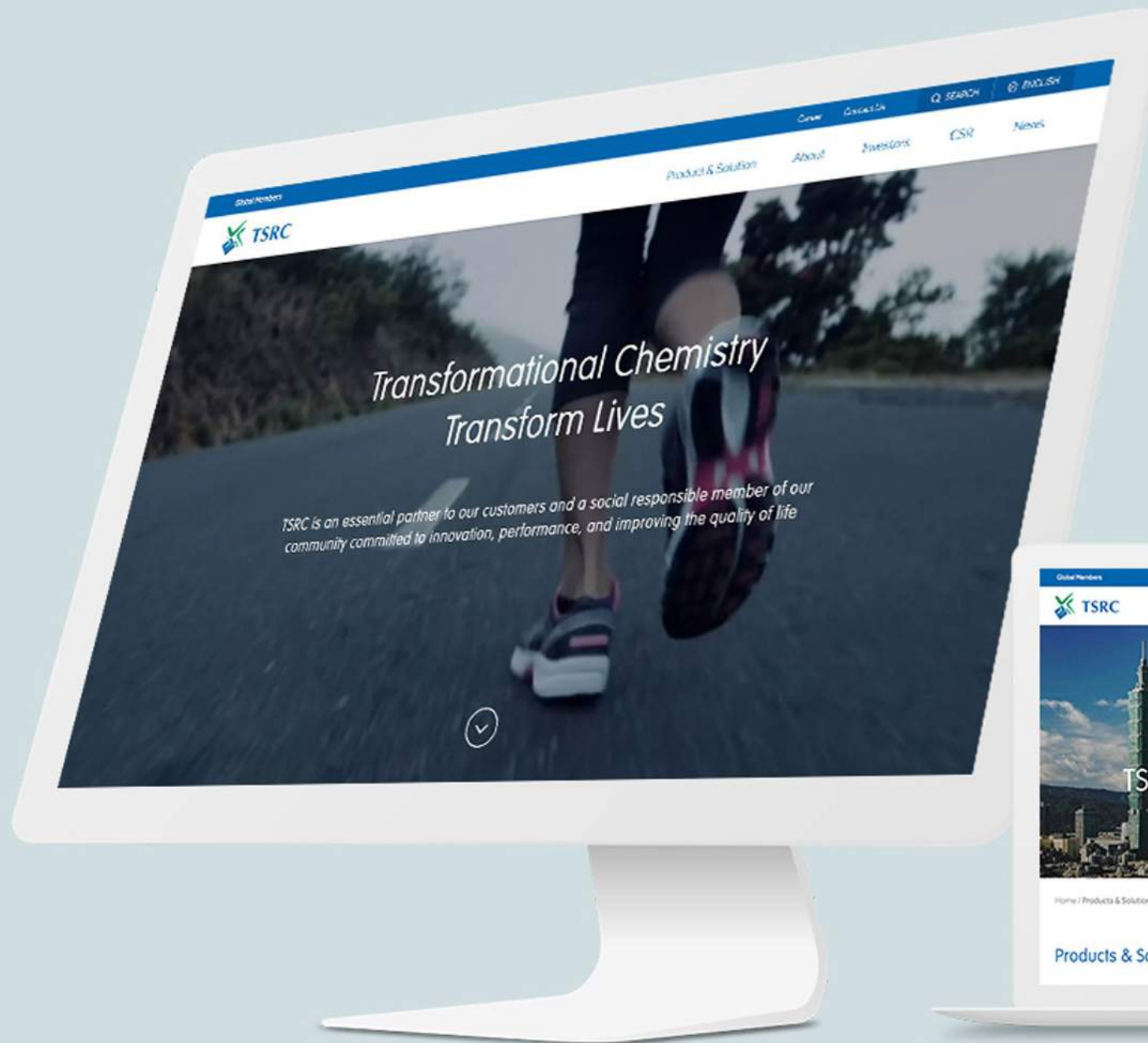
**Mayrin Group**  
Suite 2802, Level 28  
31 Market Street  
Sydney NSW 2000 Australia







# TSRC



Established in 1973 to support government's policy on developing petrochemical industry in Taiwan, **TSRC (Taiwan Synthetic Rubber Corp.)** has become a leader in today's synthetic rubber for nearly half century. As time goes by, the former website no longer fits the needs of current solution due to the expansion of business and the growth of products. The challenge this time for us not only is to revamp the outdated website, but to reflect the merit, stature and future ambitions of the company.

**COMPLETED AT**[Tenten.co](http://Tenten.co)**CLIENT**[Tsrc.com/](http://Tsrc.com/)**DURATION**

Jun 2016- Feb 2017 (9 months)

**ROLE**

Web Visual Designer

**TEAM**

Hsiang Lee, Salie Chien, Hsin Tsai, Poppy Fu, Joey Wang

**TOOLS**

Adobe Photoshop, Illustrator, Acrobat, Sketchapp.

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ENGLISH

TSRC

Product & SolutionAboutInvestorsCSRNews

Transformational Chemistry  
Transform Lives

TSRC is an essential partner to our customers and a social responsible member of our community committed to innovation, performance, and improving the quality of life

⌵

💡

Explore how TSRC inventions transform the world in which we live.

Innovative Product Service

Corporate Social Responsibility

Synthetic Rubber

Major Business

Advanced Materials

Green Activities

Tires

Footware

Home Appliances

Wire & Cable

Foaming Material

TAIPOL SSBR

SSBR is mainly used in energy-conserving (low rolling resistance), high performance, and all-season tires. These tires reduce fuel consumption and carbon dioxide emissions in line with environmental protection concerns, and provide added value to end users.

LEARN MORE

Green Rubber:  
From Taiwan to the World

We developed innovative designs of environmentally-friendly technologies, energy saving processes and next-generation products for the reduction of CO2 emissions.

EMERGING APPLICATION

Product & Solution

Synthetic Rubber  
Taipol® ESBR  
Taipol® SSBR  
Taipol® BR  
Taipol® NBR

Advanced Materials  
Taipol® / Vector® SBS  
Vector® SIS  
Taipol® SEBS  
T-BLEND®

Innovation Product Service  
Milestones  
Cutting-Edge Technology  
Specialty Products  
Emerging Applications

Finder Tools  
Synthetic Rubber Finder  
Advanced Materials Finder  
Technical Documents

TSRC

Transformational Chemistry  
Transform Lives

ENGLISH

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+886 2 3701 6000

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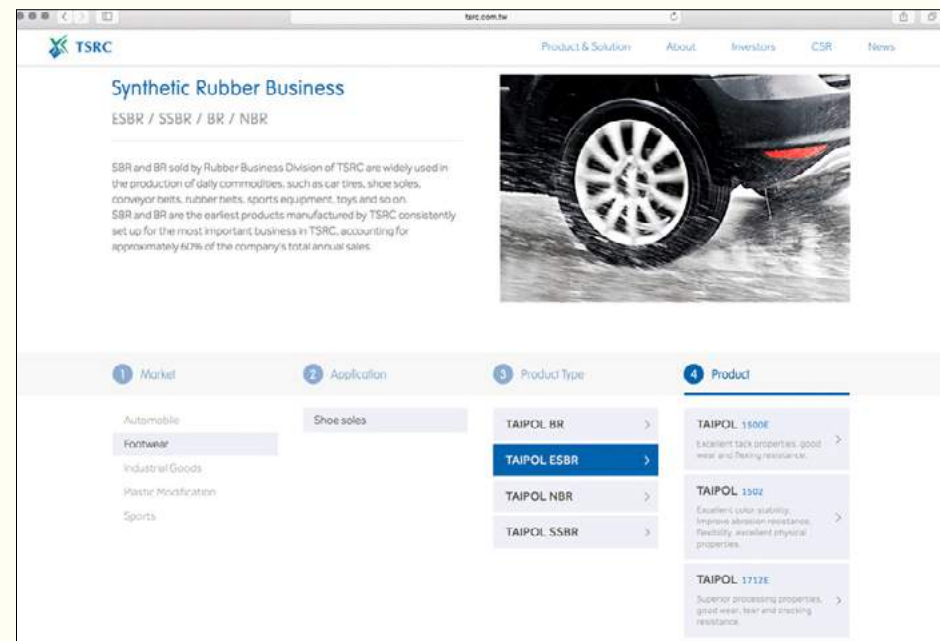
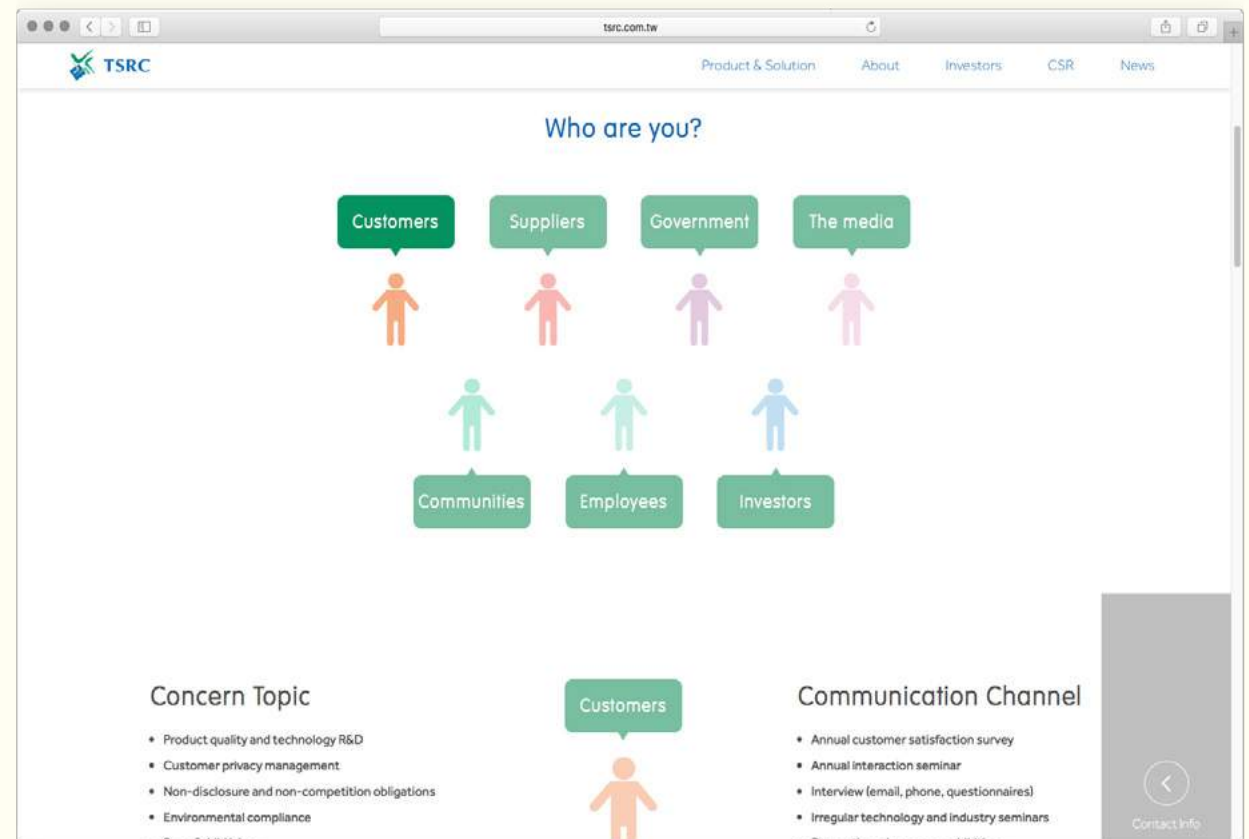
Career

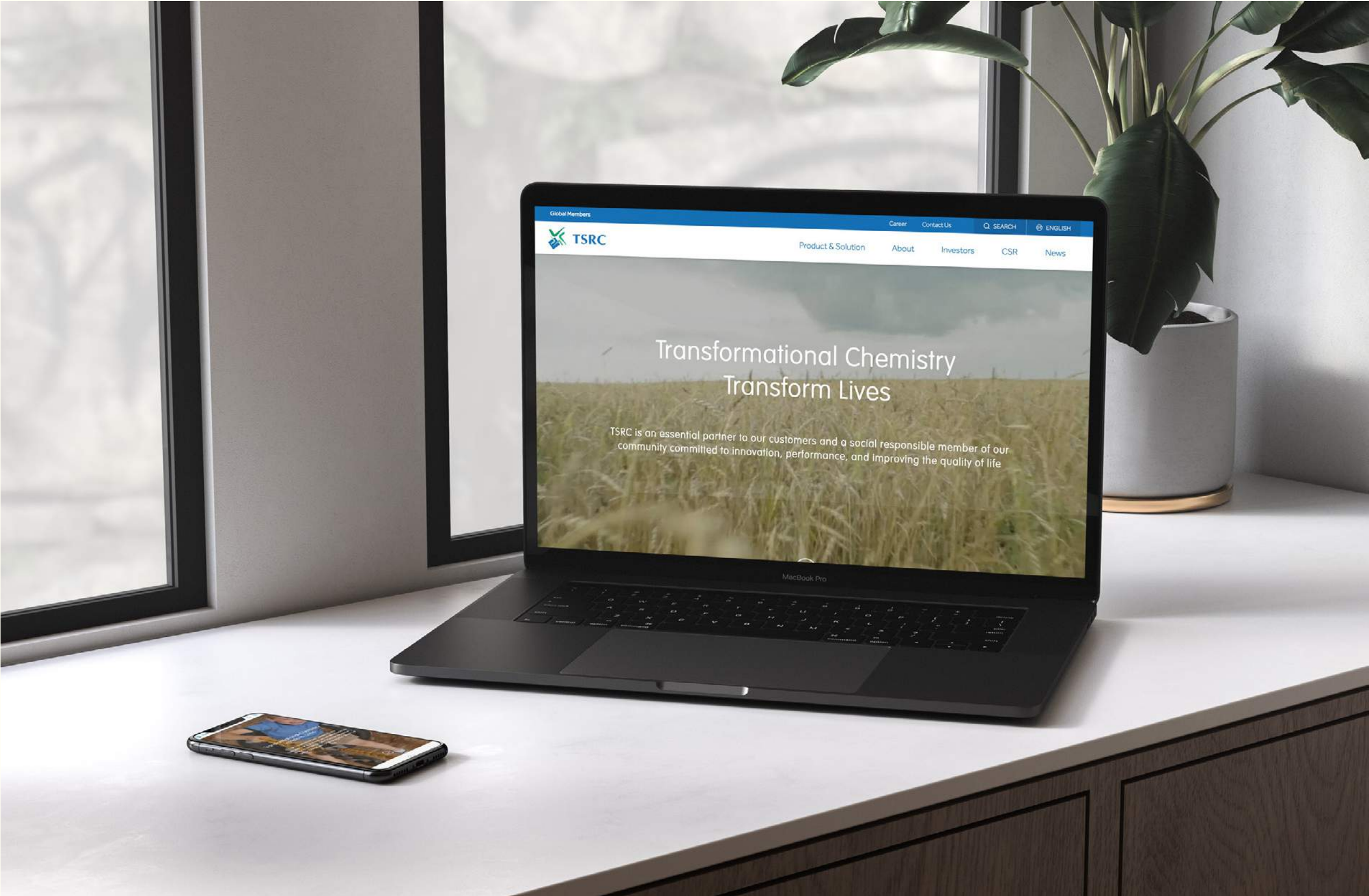


There are many department in large enterprises. We design simple identity selection, so that users can quickly find the right contact point to speed up business. Intuitive operation, simple page, with user experience optimisation as the starting point for customization of your best solution. Through the “product selector tool” to filter the needs of the product market, application projects, product brand layer by layer, to speed up the user search. And the technical document search system is built to simplify the cumbersome process of searching technical documents.

#### ABOVE & BELOW

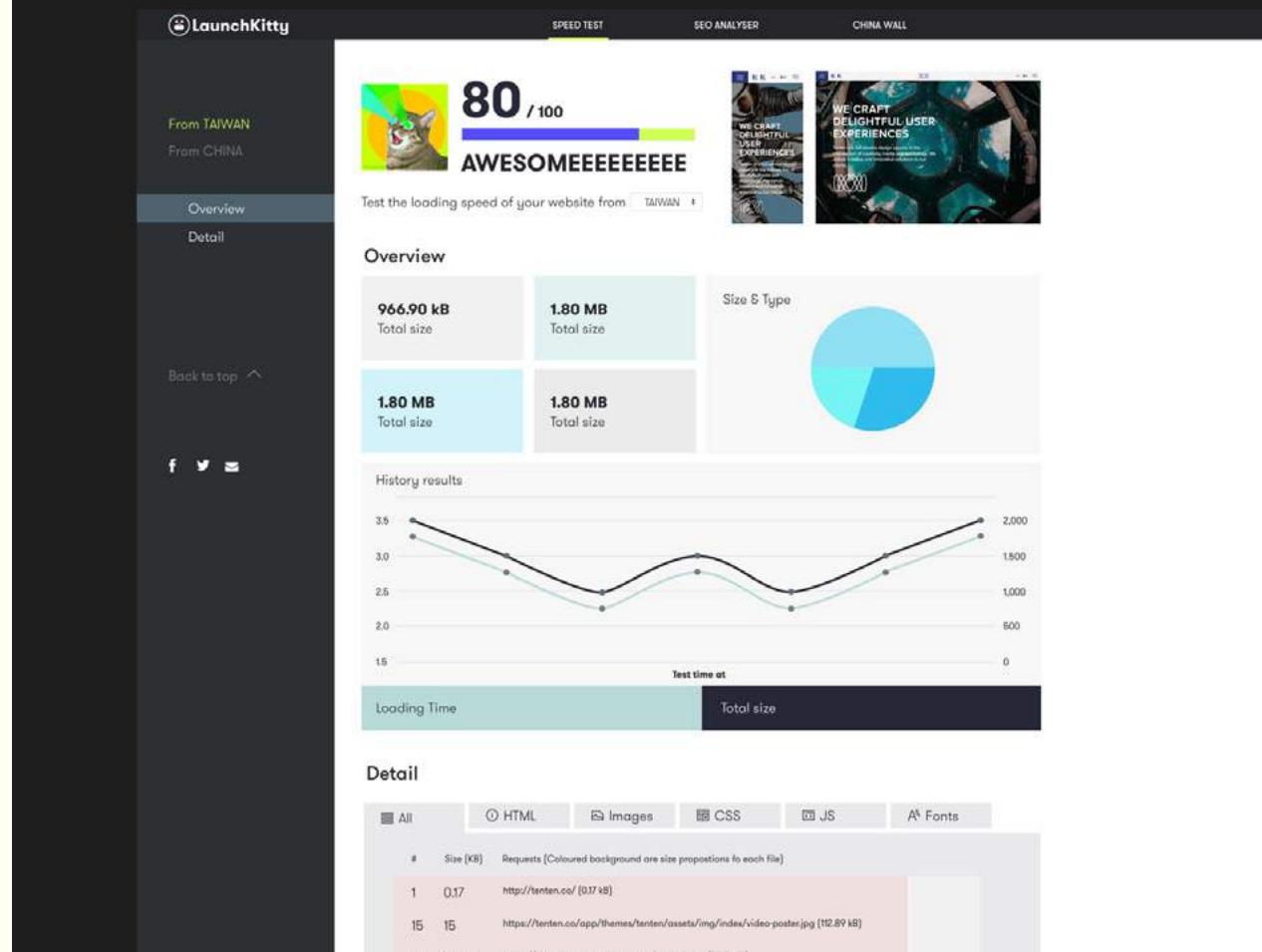
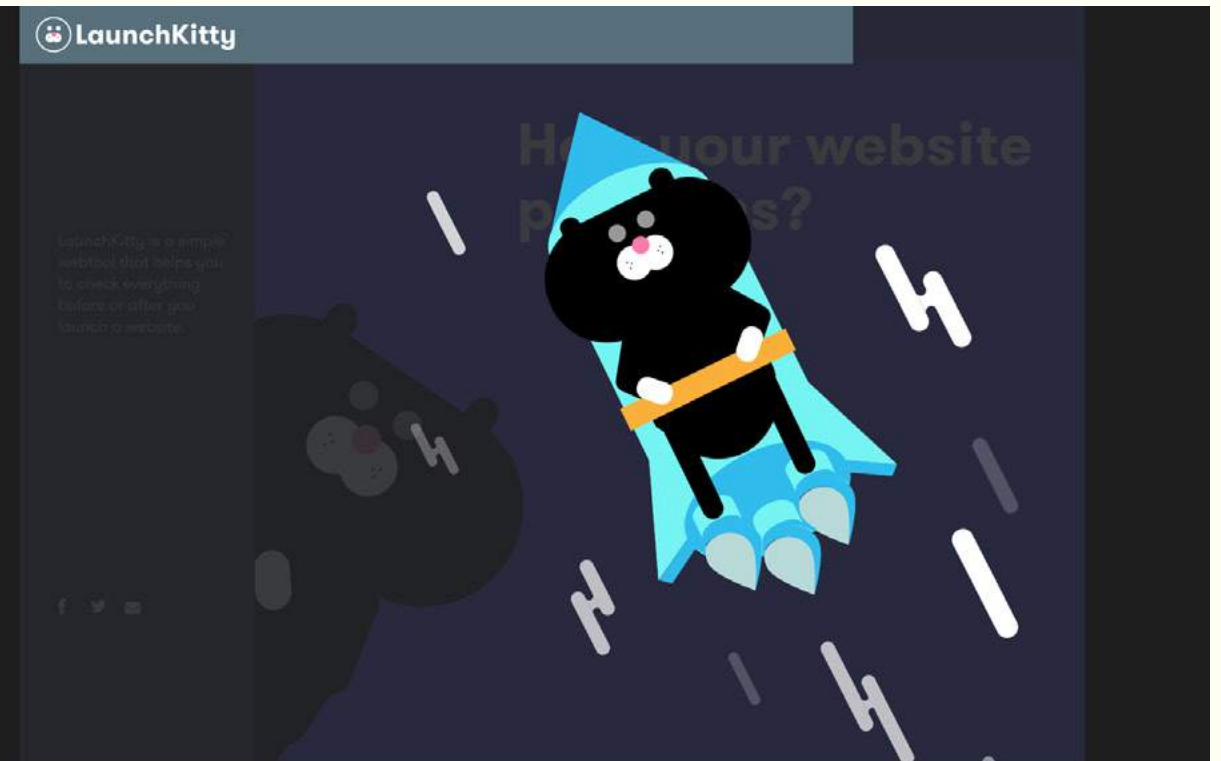
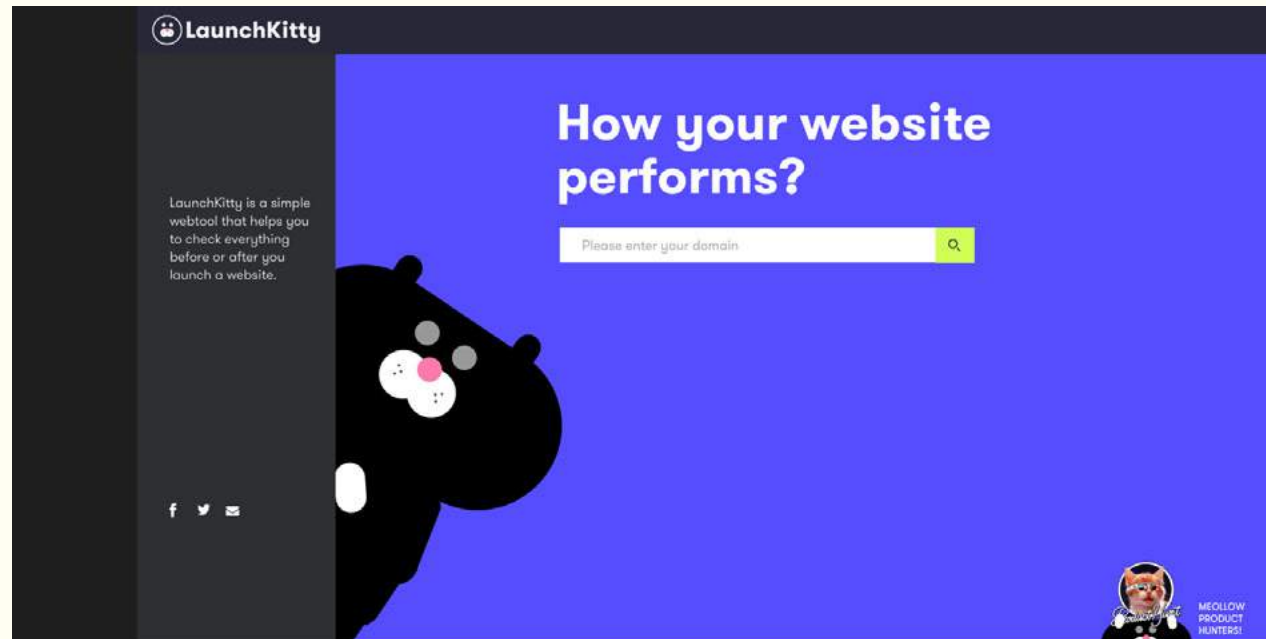
The contact info and product selector







# Launch Kitty



## ICP License

Applying for an ICP license is important for any foreign company who wants to do business in China.

It's a legal certificate for individuals and companies to run their business online. If you are considering entering the Chinese online market to expand your business, an ICP license is in your future so make sure you meet the requirements and have all the necessary documents ready early to save you time and hassle later



### What is ICP number?

ICP stands for Internet Content Provider. It is a permit issued by the Chinese Ministry of Industry and Information Technology MIIT to allow China-based websites to operate in China.

Any web site that wants to be shown in China must have an ICP licence. All datacenters have a firewall that automatically checks ICP numbers. If you don't have one, your site will display an error. You will often see ICP license numbers on the bottom of the homepage for Chinese hosted websites.

### Are there any other types of ICP numbers?

There are two types of ICP numbers issued by the Chinese Ministry of Industry and Information Technology MIIT at the provincial level:

1. Non-profit websites: include, but aren't not limited to, government site, news site, enterprise and institution for public benefit, and personal sites. For a non-profit website, you should apply for an ICP.
2. Commercial sites: include, but aren't not limited to, sites with online advertisement, e-commerce sites, sites providing host & server co-location services, sites getting paid for online services etc. For commercial websites, you must apply for an ICP license registration.



### Can I apply ICP in English?

If you don't read Chinese, you'll need help. All our website and management panel interface is currently only available in Chinese. If you're not sure how to proceed, we are happy to help you.



**Launchkitty** is an internal project that we were trying to build a simple website launch checklist to keep track of the most important enrichment possibilities for a website. I made a mascot to enlight the whole theme that her name called “Lorem” with a character set. This product stays at the conceptual phase. Still, I’m glad to have a chance of getting to play around visuals and colours without strict bound from clients.

**COMPLETED AT**[Tenten.co](http://Tenten.co)**CLIENT**

Internal incubated project

**DURATION**

Feb 2017- Mar 2017 (1 month)

**ROLE**

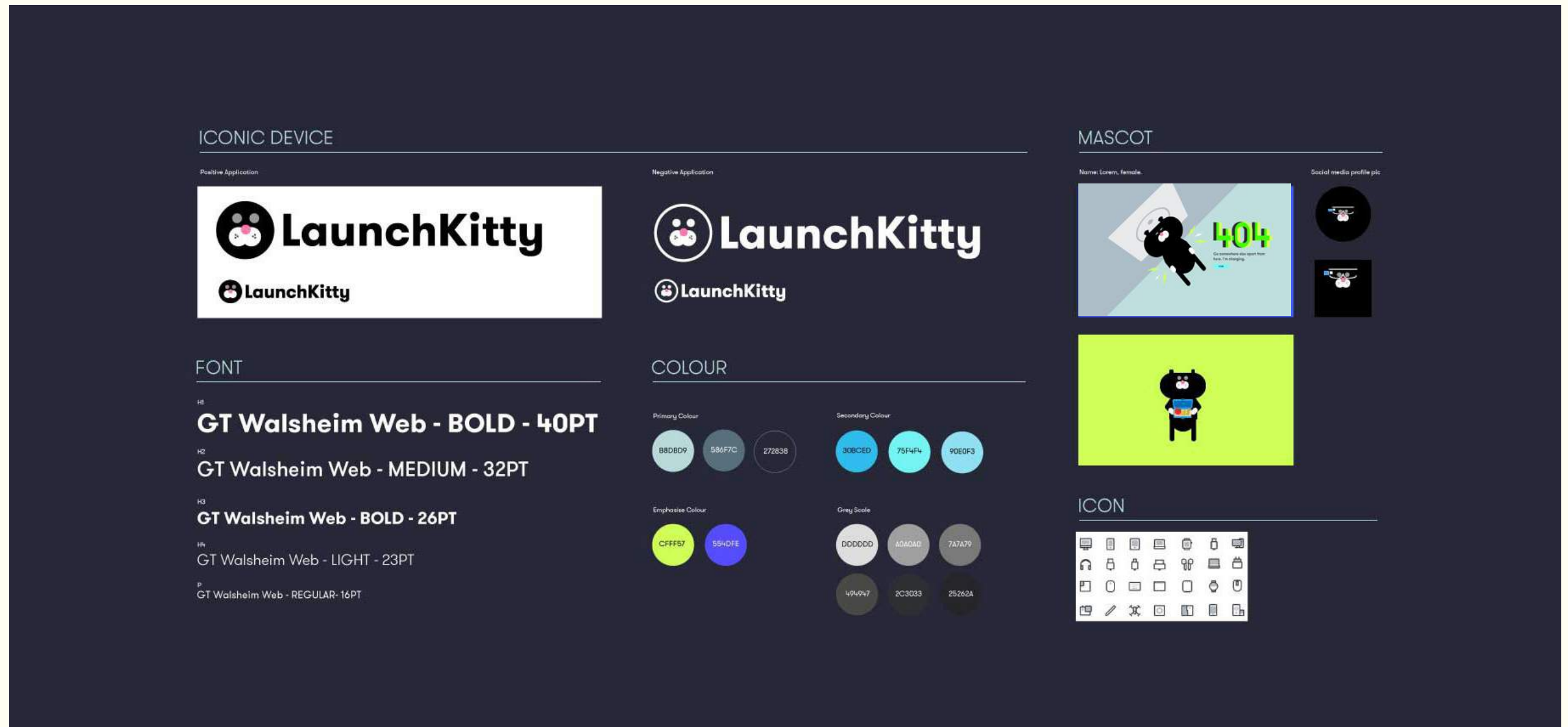
Web Visual Designer, Illustrator

**TEAM**

Kuan Lin

**TOOLS**

Adobe Photoshop, Illustrator, After Effect, Premiere, Sketchapp



During the designing, I tried out with a style guide building tool which is called brand.ai (now DSM by invision) to get an idea of how style guide is playing a crucial part between designers and developers. Also, I made an animation for page

loading which is another exciting part of exploring and playing around with tools.

# Kronos/Cartesi/Orsus

[WHY ORSUS](#)[OUR TEAM](#)[EXPLORE](#)[CONTACT](#)

**Democratizing** the business of  
talent discovery and reinventing the  
entertainment industry

*Subscribe for Updates!*

**With Orsus**

**Creators & Influencers**

- ◆ Get discovered
- ◆ Curate the talent of tomorrow





There are several crypto currencies related projects I've been involved. **Kronos** seeks to revolutionise the asset management space by equalising access to the most exclusive investment strategies globally. With a limited schedule, we collaborated to build a landing page together while digested and reinterpreted the ecosystem into a neat and well-demonstrated infographic on the website. **Cartesi** offers powerful new primitives for the development and the deployment of scalable decentralized applications. It was a fun challenge for us to design the 20-pages digital lightpaper with only black & white. **Orsus** is a free decentralised platform that leverages both traditional and blockchain based smart contracts to bring transparency and immutability into the talent discovery process.

**COMPLETED AT**[Tenten.co](https://tenten.co)**CLIENT**

Kronostoken.com/ Cartesi.io /Orsus

**TIMING**

2018-2019

**ROLE**

Associate Art Director

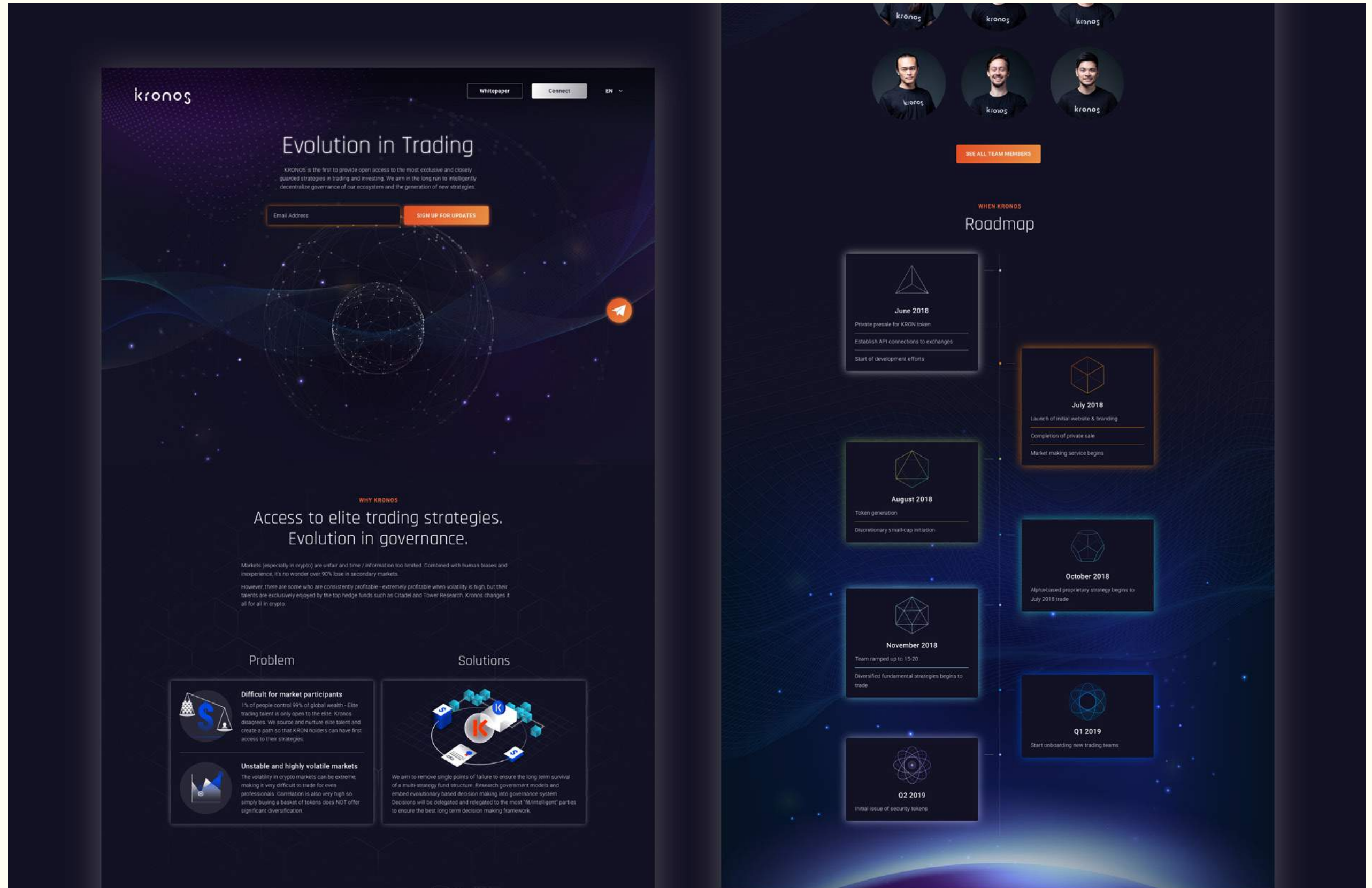
**TEAM**

Jayde Chang, Cece Lin, Gene Chen

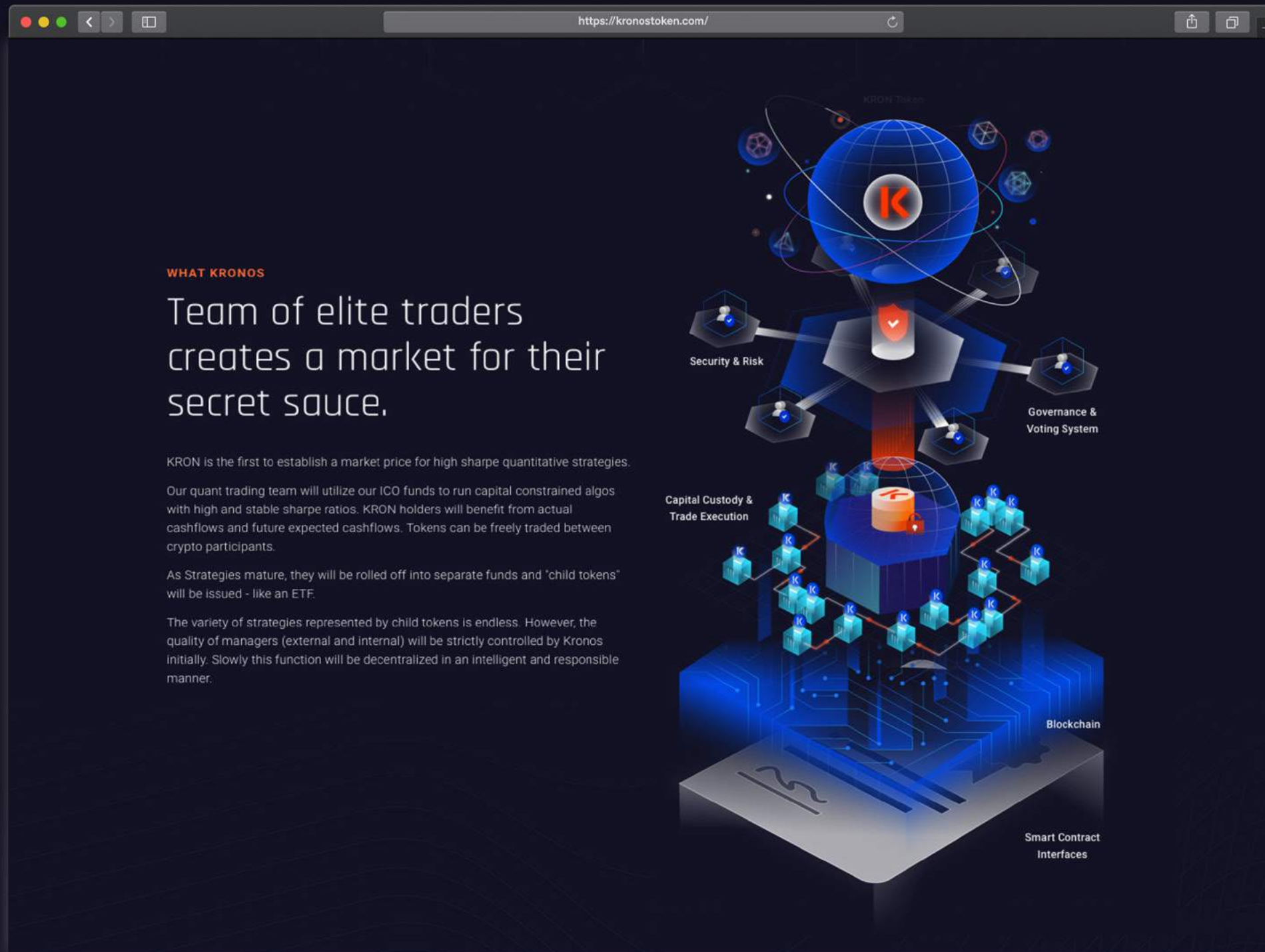
**TOOLS**

Adobe Photoshop, Illustrator, Indesign, Sketchapp, Zoom, Abstract

# Kronos



# Kronos



**WHAT KRONOS**

## Team of elite traders creates a market for their secret sauce.

KRON is the first to establish a market price for high sharpe quantitative strategies. Our quant trading team will utilize our ICO funds to run capital constrained algos with high and stable sharpe ratios. KRON holders will benefit from actual cashflows and future expected cashflows. Tokens can be freely traded between crypto participants.

As Strategies mature, they will be rolled off into separate funds and "child tokens" will be issued - like an ETF.

The variety of strategies represented by child tokens is endless. However, the quality of managers (external and internal) will be strictly controlled by Kronos initially. Slowly this function will be decentralized in an intelligent and responsible manner.

**KRON Token**

**Security & Risk**

**Governance & Voting System**

**Capital Custody & Trade Execution**

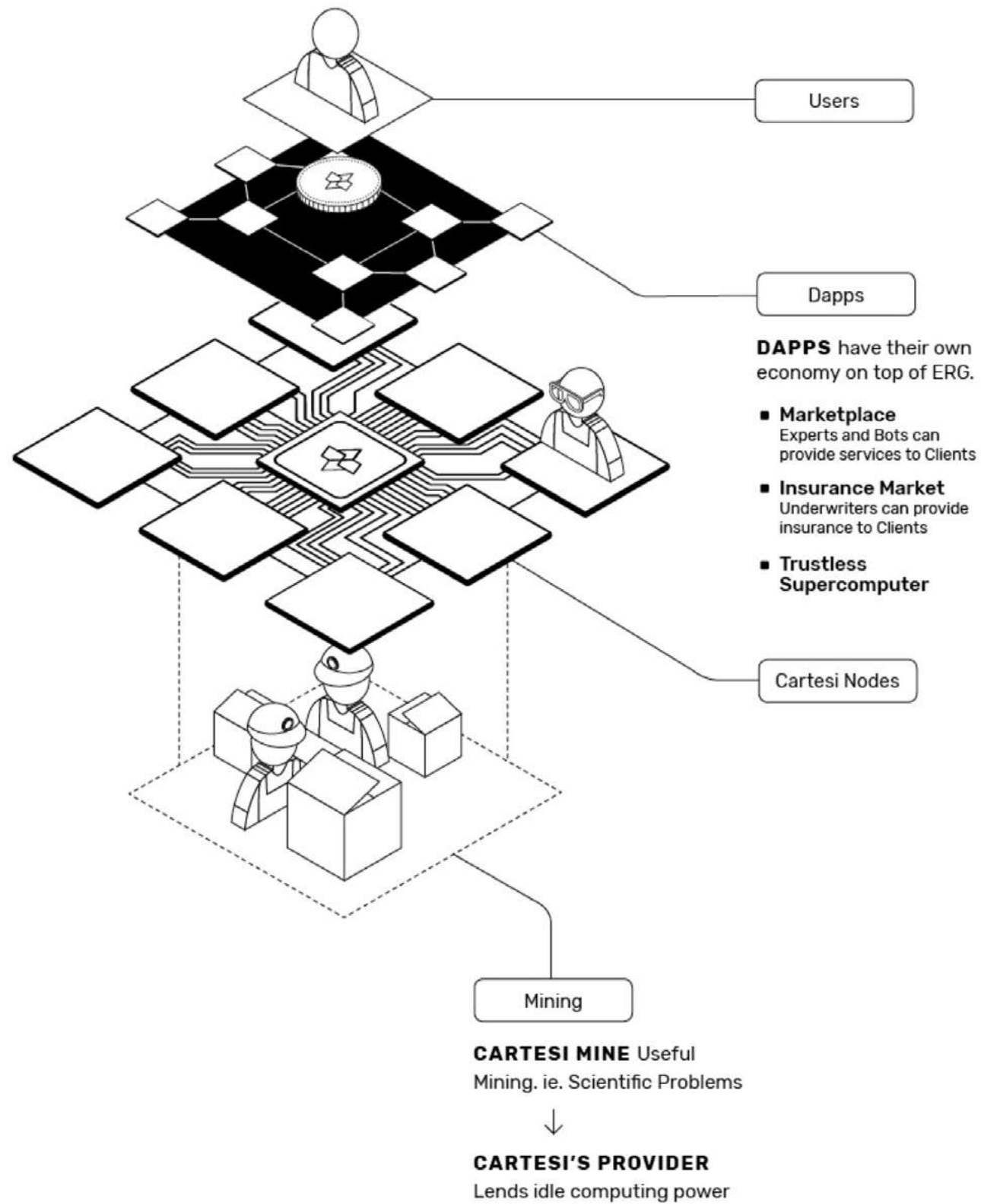
**Blockchain**

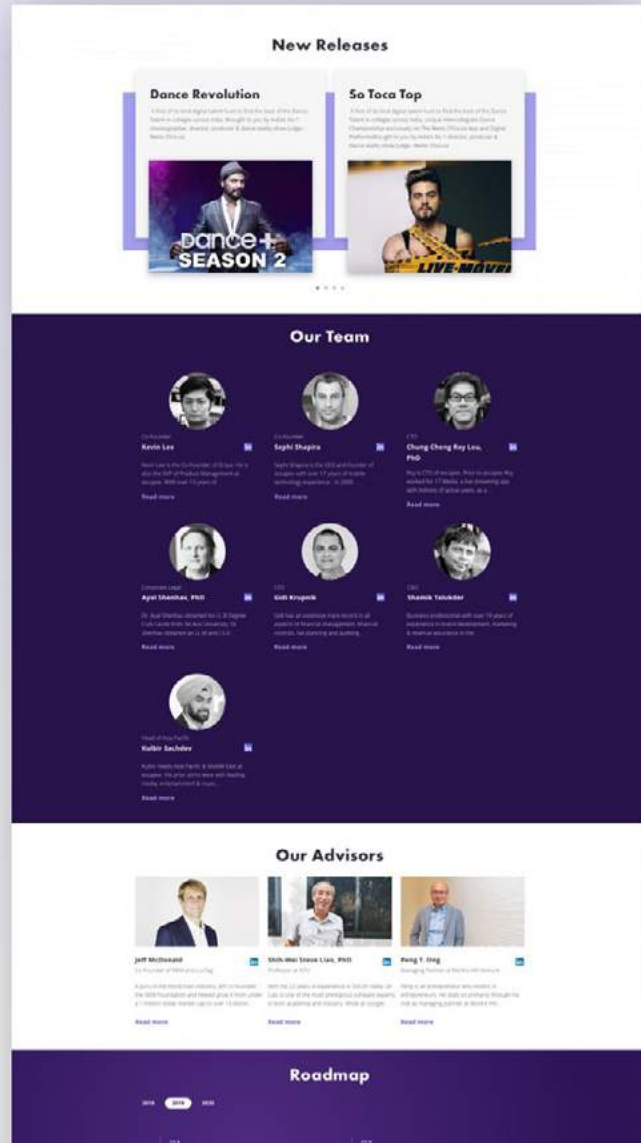
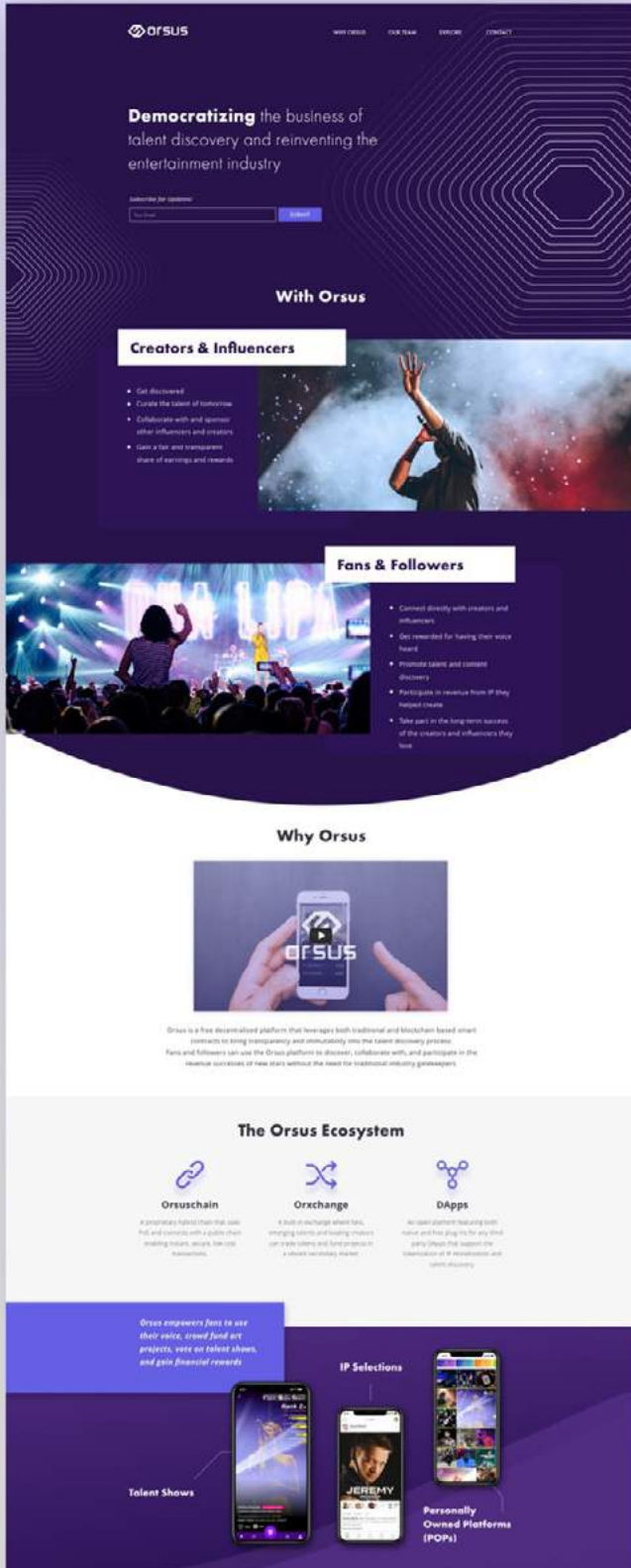
**Smart Contract Interfaces**



[illegible]

# Cartesi







# Orsus



Thank you.

hi@hsin.co