

DAX LIU

HUMAN DESIGNER / PHOTOGRAPHER / FILMMAKER

daxliu@mac.com / daxliu.com / 415 802 6039

ABOUT	Experienced full-stack designer with 21 years of expertise in graphic, brand, motion, interaction, and UI/UX design. 17 years in leadership roles in corporate and start-up companies. Skilled creator of photos and videos for 14 years. Delivered successful projects including Websites, Apps, OSs, Web Ads, Photo Books, and Short Films.
SKILLS	Graphic Design / Sketching, Wireframing, and Prototyping to high fidelity UI/UX Design / HTML, CSS hand coding / Photography, Motionography, Filmmaking, and Editing / Fluent in both Mandarin Chinese and English
SOFTWARE	Adobe Photoshop, Xd, Lightroom, After Effects / Apple Final Cut Pro, Motion, Keynote, Xcode / Sketch, Figma.

EXPERIENCE

2018 - NOW	Razer / San Francisco, USA Art Director, Software 2023-NOW <ul style="list-style-type: none">• Leading Razer Axon UI/UX designs, collaborating with global designers from the US, China, and Singapore• Developed Razer Axon Brand Guidelines, Art Guidelines / Restrictions, supervising monthly content releases• Engaging with individual artists, game developers, movie studios, and art platforms to deliver curated assets, elevating Razer Axon's user experience and performance Manager, UX 2021-2023 <ul style="list-style-type: none">• Crafted the Visual Identity System for Razer Cortex Instant Games• Delivered Razer Cortex Games (Cortex Mobile App) Key Visuals, UI/UX, content designs, and marketing assets• Managed Razer Cortex Mobile and PC design consistency, covering brand VIS, product UI/UX, and content designs such as Avatar Frames, Daily Quest cards, Event banners, and Careers visuals Senior UX Designer 2018-2021 <ul style="list-style-type: none">• Revamped Razer Cortex Games (Cortex Mobile App) designs for a premium Mobile Gaming Lifestyle. Introduced exceptional user experiences like Contextual Onboarding Stories, Customizable Game Posters, Gaming Mode Switch, and the welcoming Analyzer for mobile gaming activities.• Delivered tailored Android OS design for Razer Phone 3
2009 - 2014	daxpix studio / Beijing, China Founder / Producer <ul style="list-style-type: none">• Founded daxpix studio, establishing it as a renowned brand through three inspirational Photo Books published in Hong Kong, Taiwan, Japan, and Singapore, with over 200k copies sold within three years.• Developed daxpix.net in 2009 - an Interactive Video Website compatible with both desktop and mobile devices• Collaborated with leading fashion magazines and platforms like GQ, Esquire, Men's Health, FIGARO, Cosmopolitan, Psychologic, and MOKO for photo and video productions• Produced the digital daxpix Photo Magazine and Interactive Short Films
2010 - 2012	MOKO.cc / Beijing, China CEO 2011-2012 <ul style="list-style-type: none">• Launched the official MOKO iPhone App, achieving over 20k global downloads within a month• Created MOKO TOP GIRL season 5 through collaborations with Sina, Tencent, Trends Group, Dentsu, and Docomo• Streamlined product lines into three categories: Creative Portfolios, Personal Service, and Company Service Creative Director 2010-2011 <ul style="list-style-type: none">• Supervised all design teams, including web UI/UX design, photography, video production, and marketing• Delivered animated keynotes and presentations to both the teams and executives• Produced prominent video projects, such as the captivating MOKO NEW FACE

2007 - 2009

Baidu.com / Beijing, China
Senior UX Manager

- Crafted Baidu's Youa.com **Visual Identity System**
- Successfully launched the **UI/UX System** of youa.com as the design lead
- Directed Baidu Youa's brand character design and its integration across Baidu's software and website

2002 - 2007

Sina.com / Beijing, China
Design Manager 2006-2007

- Managed in-house design teams and outsourced agencies, including Ogilvy, Dentsu, etc.
- Developed and implemented **Sina Corporate Branding Improvement** plan, **Sinaman Improvement** plan, and **Sina Corporate VI System Improvement** plan
- Produced ads for the sales team, collaborating with brands like **HP, Canon, Motorola, Nike, Apple**, and more
- Conducted presentations for agencies and customers, successfully organizing and hosting the Microsoft D4 Design Event
- Developed quarterly and annual reports and plans

Senior UI Designer 2004-2006

- Established and led the **SinaDOT** design team
- Successfully launched products like **Sina Pix-Viewer** and **Sina Scratch**
- Invited as a speaker at the "**Creative at Sina**" conference, sharing insights from User Friendly 2005

Web Designer 2002-2004

- Planned and directed the designs for the "**Official Website of Zhang Zi Yi**", earning recognition from Zhang Zi Yi herself
- Assigned as the sole designer for the "**Canon Baby Photography Contest**", achieving exceptional customer satisfaction

EDUCATION

2014 - 2017

Academy of Art University, **MFA Interaction & UI/UX Design**, San Francisco, CA, US

1998 - 2002

Lu Dong University, School of Design, **BA Graphic Design**, China.

AWARDS AND HONORS

2012

Featured Judge, Cool Guy 2012 Contest by **Men's Health**

2011

Featured Judge, Oriental China Photography Contest by **Getty Images**

2006

Organized and hosted the 4th session of D4 Events, **Microsoft**

Annual Best Creative Awards, **Sina**

2005

User Friendly 2005 Conference, Shanghai, China

Annual Best Designer, **Sina**

2004

Sales Support Staff of the Year, **Sina**

2003

Annual Best Designer, **Sina**

INTERVIEWS

2015

"Dax Liu, Up Close and Personal" by Blued & CRN

2010

"The Young Pioneer" by Modern Weekly

2009

"From Entrepreneur to The Business Elite" by Esquire

"Dax Liu, The Most Loved Brand - Apple" by Metropolis

"Dialogue with Design Elite" by Mr. Modern

2008

Featured as an expert Apple user in an interview by **The China Central People's Broadcasting Radio Station**, discussing the grand opening of the first Apple Store in China: Sanlitun, Beijing, on Jul 19, 2008.

PUBLICATIONS

2015

Dreaming. An internal battle between a man and his ego, where all the stories unfold solely within his hallucinations.

2013

Bravart. A boy named "Bravery" and "Art," courageously embraces life through captivating photo art.

2011

The Winner Takes All. A five-year motivational photo story capturing the bittersweet journey of the actor and former athlete.