

# DAXLIU

DESIGNER / PHOTOGRAPHER / MOTIONOGRAPHER

415 802 6039 / daxliu@mac.com

www.daxliu.com

## SKILLS

DESIGN	Adobe CC (Photoshop, Experience Design, Lightroom, Illustrator, InDesign, Premiere, After Effects) Sketch, Flinto, InVision. Apple Keynote, Aperture, iMovie, iBook Author
CODING	HTML, CSS, Javascript, Media Query, Xcode / Swift
IMAGING	Photography, videography and post-productions
LANGUAGE	Mandarin Chinese (Native), English (Business Fluent), Japanese (Basic)

## EXPERIENCE

2009 - 2014 **daxpix studio / Beijing, China**

**Founder**

- Founded daxpix and succeeded in making it a famous brand by publishing three inspirational photo books in Hong Kong, Taiwan, Japan and Singapore: **The Winner Takes All, Bravart and Dreaming**
- Developed and launched the website www.daxpix.com in 2009, compatible with major desktop / portable devices
- Partnered with top fashion magazines such as **GQ, Esquire, Men's Health, FIGARO, Cosmopolitan, Psychologic and MOKO** for photo shootings and video interviews
- Created the digital **daxpix Photo Magazine**, developed short films and video interviews

2010 - 2012 **MOKO.cc / Beijing, China**

**CEO, 2011-2012**

- Increased page views by 50%; reduced losses by 35%
- Restructured complicated product lines into new three categories: Showcase, Personal Service, and Company Service
- Launched the **MOKO iPhone app**, with over 20,000 global downloads in a month
- Created MOKO TOP GIRL show S5 by cooperating with top media such as **Sina, QQ, Trends Group, Dentsu, and Docomo**

**Creative Director, 2010-2011**

- Supervised all visual design teams working on UI, marketing and events, branding, video and photography.
- Led the MOKO iPhone app project.
- Delivered featured video projects, such as the **MOKO NEW FACE** videos.

2007 - 2009 **Baidu.com / Beijing, China**

**Senior UX Manager**

- Created Baidu's youa.com **VI System**
- Served as design team lead for the **UI design** of youa.com
- Enhanced promotion plans, coordinating with operations and leading the overall design team
- Led the brand's character design for messengers, web icons and promotional videos

2002 - 2007 **Sina.com / Beijing, China**

**Design Manager, 2006-2007**

- Supervised sales and marketing design teams as well as outside advertising agencies such as **Ogilvy, Dentsu, etc.**
- Developed and executed plans for **Sina Corporate Branding Improvement, Sinaman Improvement, and Sina Corporate VI System Improvement**
- Produced web ad demos for the sales team, working with brands such as **HP, Canon, Motorola, Nike, Apple, etc.**
- Gave presentations for agencies and customers, successfully organizing and hosting the **D4 Beijing/China Designing Club**
- Developed quarterly and annual reports and plans

### Senior UI Designer, 2004-2006

- Founded and led the SinaDOT design team
- Co-designed web products, successfully launched Sina Pix-Viewer and Sina Scratch
- Invited to speak at the "Creative at Sina" conference, conducted an information sharing presentation from User Friendly 05
- Coordinated between the design team and related departments such as Wireless, the Sina UC, and Marketing to streamline communication and ensure that projects were carried out correctly and efficiently

### Web Designer, 2002-2004

- Served as the planner and lead designer for the "Official Website of Zhang Zi Yi" earned recognition from Zhang Zi Yi and her fans
- Assigned as sole graphic designer for the two-year project "Canon Baby Picturing Contest" and gained great customer loyalty based on my outstanding performance
- Delivered professional website designs and web ad designs

## EDUCATION

2017 Academy of Art University, MFA Web Design & New Media, San Francisco, CA, US  
2002 Lu Dong University, School of Design, BA Graphic Design, China.

## AWARDS AND HONORS

2015 Spring Show, Academy of Art University  
2012 Featured Judge, Cool Guy Contest by Men's Health China  
2011 Featured Judge, Oriental China Photography Contest by Getty Images China  
2006 Organized and hosted the 4th session of D4 Events, Microsoft  
Annual Best Creative Awards, Sina  
2005 Participated in and inspired by "Love Brand" event by Shenan Chuang, CEO of Ogilvy Greater China  
Annual Best Designer, Sina  
User Friendly 2015 Conference, Shanghai, China  
2004 Sale 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 Interviewed by The China Central People's Broadcasting Radio Station, as an expert Apple user discussing the grand opening event of the first Apple Store in Sanlitun, Beijing China, Jul 19, 2008

## PUBLICATIONS

Three photo books published in Hong Kong, Taiwan, Singapore and Japan.  
By December 2015, over 20,000 copies sold.

2015 Dreaming. A fighting between a man and his ego, but all the stories only happened in his hallucination.  
2013 Bravart. A boy with "bravery" and "art" in his name, showing his courage to life, with beautiful photo arts.  
2011 The Winner Takes All. A five year's motivational photo story of the actor and the former athlete, Wang Wei.