

# DAX LIU

DESIGNER / PHOTOGRAPHER / MOTIONGRAPHER

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ABOUT	Accomplished full-stack designer with 15 years of experience in Web/Mobile UI, interaction, graphic and branding design, including eight years in the leadership positions for corporate and start-up companies. Successfully launched websites, Apps, brands, and online Ads with in-house design teams and outsourced agencies.
SKILLS	Desktop to mobile UI/UX Design, Sketching, Wire framing and Prototyping, HTML, CSS hand coding, Media Query, Swift, Photography, videography and post-productions, Social media marketing, Languages (Mandarin, English, Japanese)
SOFTWARE	Adobe CC (Photoshop, Experience Design, Lightroom, Illustrator, InDesign, After Effects), Xcode, Sketch, Origami, InVision. Apple Keynote, Aperture, iMovie, iBook Author

## 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
  - Developed and launched the **platform daxpix.com** in 2009, which is compatible with major desktop / mobile browsers
  - Partnered with top fashion magazines such as **GQ, Esquire, Men's Health, FIGARO, Cosmopolitan, Psychologic** and **MOKO** for **photo and video productions**
  - Created the digital **daxpix Photo Magazine**, produced short films
- 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 MOKO UI, video and photography, marketing events, and branding
  - 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**
- Successfully created Baidu's youa.com **VI System**
  - Successfully launched the **UI System** of youa.com as the design team lead
  - Enhanced promotion plans, by coordinating with the operation team and leading the design team
  - Led the brand's character design for Baidu Messenger
- 2002 - 2007 **Sina.com / Beijing, China**  
**Design Manager, 2006-2007**
- Supervised in-house design teams as well as outsource agencies such as **Ogilvy, Dentsu, etc.**
  - Developed and executed plans for **Sina Corporate Branding Improvement, Sinaman Improvement, and Sina Corporate VI System Improvement**
  - Produced ad products 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 Microsoft D4 Design Event
  - Developed quarterly and annual reports and plans

### Senior UI Designer, 2004-2006

- Founded and led the SinaDOT design team
- Successfully launched Sina Web Products such as **Sina Pix-Viewer** and **Sina Scratch**
- Invited to speak at the “**Creative at Sina**” conference, sharing information from User Friendly 2005
- Coordinated between the design team and related departments such as Sina UC Messaging, Sina Wireless 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**” project, earned recognition from Miss **Zhang Zi Yi**, her manager and her fans
- Assigned as sole graphic designer for the two-year project “**Canon Baby Picturing Contest**” and gained great customer satisfaction and loyalty
- 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**  
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 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.