

DAX LIU

DESIGNER / PHOTOGRAPHER

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ABOUT	Accomplished full-stack designer with 16 years experience in graphic, interaction, web/mobile UI/UX, brand and keynote 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, Wireframing and Prototyping / HTML, CSS hand coding, Media Query, Swift Photography, videography and post-productions / Languages (Mandarin, English, Japanese)
SOFTWARE	Adobe CC (Photoshop, Experience Design, Lightroom, Premiere, After Effects, InDesign, Illustrator), Sketch, InVision Studio. Apple Keynote, Xcode, Final Cut Pro.

EXPERIENCE

2018 - NOW	Razer / San Francisco, USA UI/UX Designer <ul style="list-style-type: none">• Design UI and UX for Razer Phone• Created iconic Razer branded Apps on mobile and desktop
2017 - 2018	In My Show / San Francisco, USA Experience Designer <ul style="list-style-type: none">• Designed and delivered responsive Websites, Apps for direct clients• Created high quality short videos as a seed user for client Apps
2009 - 2014	daxpix studio / Beijing, China Founder <ul style="list-style-type: none">• 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 Interactive Video Site daxpix.com in 2009 that's compatible on desktop / mobile• 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 <ul style="list-style-type: none">• Increased page views by 50%; reduced losses by 35%• Launched the MOKO iPhone app, with over 20,000 global downloads in a month• Created MOKO TOP GIRL season5 by cooperating with top media such as Sina, QQ, Trends Group, Dentsu, and Docomo• Restructured complicated product lines into three categories: Showcase, Personal Service, and Company Service Creative Director 2010-2011 <ul style="list-style-type: none">• Supervised all visual design teams on MOKO product UI, video and photography, marketing events, and the branding• Designed animated keynotes and gave presentations to the team and the executives• Delivered featured video projects, such as the MOKO NEW FACE videos
2007 - 2009	Baidu.com / Beijing, China Senior UX Manager <ul style="list-style-type: none">• 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

2014 - 2017

Academy of Art University, **MFA Web Design & New Media**, San Francisco, CA, US

1998 - 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 2005 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

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.

DAX LIU 刘大兴

设计师 / 摄影师

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- 关于** 具 16 年经验的设计师，9 年经验的摄影师。包括 16 年从图形、视觉、交互、网页/移动设备 UI/UX 设计，到品牌设计和演示设计经验；4 年手写 HTML/CSS 代码，和 Xcode, Swift 代码经历；以及 8 年在上市公司和初创公司的管理经验 / 成功与公司内部设计团队、代理广告公司，一起设计制作并发布 Apps、网站、交互视频、品牌、在线广告等产品 / 成功在香港、台湾、日本、新加坡发表 3 本影作，销量超 2 万册。
- 技能** 桌面、网页到移动设备的 UI/UX 设计，设计流程包括从线框图、高质量草图到设计小样 / HTML、CSS、Media Query 手写，Xcode 和 Swift 摄影及影像后期，摄像及视频剪辑、制作 / 语言：中、英、日
- 软件** Adobe CC (Photoshop, Experience Design, Lightroom, Premiere, After Effects, InDesign, Illustrator), Sketch, InVision Studio. Apple Keynote, Xcode, Final Cut Pro.

工作经历

- 2018 - 现在 **雷蛇 (美国) / 旧金山 美国**
用户界面/体验设计师
- 为雷蛇手机设计 用户界面 和 用户体坛
 - 创造了具有雷蛇品牌特征的 手机 和 桌面 Apps
- 2017 - 2018 **天下秀 (美国) / 旧金山 美国**
用户体验设计师
- 为客户设计、开发可响应式网站 (Responsive Websites)，设计并开发客户 Apps
 - 与设计团队一起，为客户创造并监督品牌视觉、品牌 VI 系统
 - 作为种子用户，为客户 Apps 制作高质量短片，并在社交媒体传播
- 2009 - 2014 **大土影像 d taxpix / 北京 中国**
创始人 / 摄影师
- 创立 d taxpix 工作室，并通过在亚洲出版三本影作，成功将 d taxpix 打造成一个知名品牌
 - 2009 年设计开发了 d taxpix 官方网站，初衷使其适用于桌面浏览器、iPad 和 iPhone，可使用手势触控和滑动实现交互
 - 成功与 GQ、时尚先生、时尚健康、费加罗、美空等一线媒体、杂志合作发表影作和视频
 - 成功打造数字版 d taxpix 杂志，并拍摄可交互视频短片
- 2010 - 2012 **美空网 MOKO / 北京 中国**
CEO 2011-2012
- 在任期间美空网站 PV 增长 50%，公司总损失减少 35%
 - 成功将七个复杂的产品分类减少并优化至三大类：展示、个人、公司服务
 - 成功发布美空 iPhone App，一个月内下载量达 2 万次
 - 与新浪、腾讯、时尚集团、美梦成真音乐、电通等亚洲一线媒体合作，在三亚成功打造了中日韩“美空超级美女榜”第五季 8 集网络真人秀。最终获胜的三位选手，成功跻身演艺圈
- 创意总监 2010-2011**
- 领导和监督视觉和设计团队，包括产品 UI 设计，照片、视频拍摄，市场线下活动，品牌 VI，以及 iPhone App 等项目
 - 设计动画版本的演示文档，并成功面向团队和高管演讲
 - 成功与 d taxpix 联手打造 New Face 系列短时频，推广新人、歌手和演员
- 2007 - 2009 **百度 / 北京 中国**
资深用户体验经理
- 成功独立设计和创建了 百度有啊 品牌视觉。包括 VIS、设计向导、品牌应用等
 - 与设计团队一起，成功创建了 百度有啊 用户产品界面，UI/UX 系统及视觉元素规范系统。如按钮、图标、色彩板等
 - 与设计团队一起，成功发布线上推广计划页面，及推广系列产品
 - 成功领导 百度有啊 品牌卡通形象“买兜卖兜”相关设计及应用。包括卡通形象系统、即时通讯表情、媒体广告等

2002 - 2007

新浪 / 北京 中国

设计经理 2006-2007

- 管理设计团队，同时管理代理广告公司，如：奥美、电通等
- 成功起草并执行了“新浪品牌成长计划”，“小浪形象升级计划”。至今新浪网仍在使用该 VI 系统
- 成功设计在线数字广告产品。合作品牌包括：惠普、佳能、摩托罗拉、耐克、苹果等
- 多次成功发表演讲，向广告代理商或直客介绍和演示广告产品
- 成功组织和主持了 D4 设计师论坛

资深设计师 2004-2006

- 创立了 SinaDOT 设计团队品牌
- 成功设计新浪网络广告产品。如新浪焦点图播放器、新浪涂鸦等
- 受邀在“新浪创新”交流会上演讲，分享用户体验大会2005的体会心得
- 协调设计团队与合作团队，如新浪即时通讯、新浪无线、新浪市场部、新浪视频部门等，之间的沟通，确保项目执行和完成

网页设计师 2002-2004

- 成功领导并主持设计了“章子怡官方网站”项目，受到章子怡本人、章子怡经纪公司、以及粉丝的肯定
- 连续两年，成功独立设计了“佳能宝贝摄影大赛”专题网站，受到客户极大的忠诚和满意度
- 专业的完成了新浪、客户网站设计，和客户网络广告设计项目

教育和学历

2014 - 2017

旧金山艺术大学 / 硕士 网页设计和新媒体 / 旧金山 美国

1998 - 2002

鲁东大学 艺术学院 / 学士 图形设计 / 中国

奖励和荣誉

2015

入选春季作品展 / 旧金山艺术大学 Academy of Art University

2012

大赛评委 / 酷盖 Cool Guy 男模竞赛 / 男士健康 Men's Health

2011

大赛评委 / 东方映像摄影大赛 / 华盖中国 Getty Images

2006

组织和主持了 第四届 D4 设计师论坛 / 微软中国 Microsoft

年度最佳创意 / 新浪 Sina

2005

受邀参加并受启发于 庄淑芬“挚爱品牌”演讲 / 奥美大中华 Ogilvy Greater China

年度最佳设计师 / 新浪 Sina

用户体验大会2005 / 中国上海

2004

年度销售支持 / 新浪 Sina

2003

年度最佳设计师 / 新浪 Sina

媒体采访

2015

“就是那个 Dax 近距离采访” / 淡蓝网 Blued

2010

“年轻的创新者” / 周末画报 Modern Weekly

2009

“从创业者到商业精英” / 时尚先生 Esquire

“刘大兴和他的挚爱品牌 - 苹果” / 大都市 Metropolis

“对话设计精英” / 摩登绅士 Mr. Modern

2008

作为一名“苹果专家”，受中央人民广播电台邀请，参与直播采访，讨论大中华区第一家苹果店，于北京三里屯开幕盛况

出版物

在香港、台湾、日本、新加坡四个地区出版三本影作，截止 2015 年销售超过 2 万册

2015

烈火赤焰 / 一个血性男儿和他自我的争战，用影像的手段从头至尾的描述了他斗争的过程。直至最终醒来发现，原来是一场梦

2013

艺勇雄心 / 健美冠军 郭艺勇 用艺术的方式呈现了他的勇气

2011

胜者魏王 / 与前运动员，现电影演员王巍一同经历了长达五年的拍摄，记录他生活中的不幸，和他积极乐观的心态