

DAX LIU

DESIGNER / PHOTOGRAPHER / VIDEOGRAPHER

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ABOUT	Accomplished full-stack designer with 15 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

2017 - NOW	In My Show / San Francisco, USA Experience Designer <ul style="list-style-type: none">• Designed and developed responsive Websites, Apps for direct clients• Supervised Arts, Visuals and VIS for clients by working with the design team• 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 show S5 by cooperating with top media such as Sina, QQ, Trends Group, Dentsu, and Docomo• Restructured complicated product lines into new 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 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 Asia with 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.