

JAMES LIU

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www.jamesliudesign.com

I am a designer, knowledge worker, and general tinkerer with deep experience in the entertainment industry. My passion lies in designing with people, inspiring ideas, and delivering compelling user experiences. *View my recommendations on LinkedIn*

SKILLS

Design

Survey Development
User Interviews
Models and Diagramming
Persona Development
Scenario Development
Paper Prototyping
Video Sketching
Concept Evaluation
Participatory Design

Technical

HTML / CSS / Javascript
Flash / Actionscript
Arduino Prototyping
Processing
Unity3D / C#
Maya / Motionbuilder
Adobe Creative Suite

Other

Facilitation and Ideation
Presenting and Pitching
Patent Disclosures
Epic Whiteboarding

EXPERIENCE

Microsoft / *Strategic Designer*
Seattle, WA. Jul 2010–present

Designing and communicating the 3-year user experience vision for the Interactive Entertainment Business. Pushing rapid prototyping to explore and define novel user experiences for the next Xbox and beyond. Generating defensible intellectual property.

Carnegie Mellon University / *Instructor*
Pittsburgh, PA. Aug 2008–May 2010

Spring 2010, Basic Interaction Design (undergraduate). Design fundamentals for interfaces, devices, and systems.

Fall 2009, Intro to Computing in Design (graduate). Prototyping with Flash and exploring the computational medium.

Fall 2008–Spring 2009, Online Information Design Lab (undergraduate and graduate). Fundamentals of semantic HTML, Javascript, PHP, and MySQL.

2nd Road / *Design Intern*
Sydney, Australia. Jun–Aug 2009

Conducted user-research and facilitated design workshops for PricewaterhouseCoopers and the Australian Taxation Office (ATO). Prepared communication and research materials for strategy sessions with C-level clients.

PhaseSpace Inc. / *Creative Director*
San Leandro, CA. May 2005–Jun 2008

Led branding and marketing collateral development team; produced visual identity, advertisement, and web-presence. Designed and developed custom software solutions and interactive demonstrations.

Provided system integration consulting and support; clients included Digital Domain, Sony Entertainment, Disney Imagineering, and Origami Digital.

PROJECTS

Ferucia LLC. / *Co-Founder and Designer*
www.ferucia.com

Developed ThreadAde, a personalized apparel service to enhance the in-store shopping experience. We are planning a beta launch in 2012.

Africa Aid / *Collaborator and Designer*
www.africaaid.org. Dec 2009–Feb 2010

Designed and distributed a printed directory of doctors for the Ghana Medical Association as part of the MDNet initiative. With this service, Africa Aid provides free mobile network calling for doctors. The directory and service are in use today.

Fitwits / *Collaborator and Assistant*
www.fitwits.org. Aug 2008–Jun 2009

Designed and coordinated the launch of fitwits.org with an undergraduate capstone project team from Carnegie Mellon University. Implemented online and offline games that teaches children about health and nutrition. Fitwits is a Pittsburgh-based nutrition program created by Professor Kristin Hughes.

EDUCATION

Carnegie Mellon University
Master of Design, Interaction Design.
Pittsburgh, PA. May 2010

University of California Berkeley
B.A. Applied Mathematics, Computer Science Emphasis. Berkeley, CA. May 2005

AWARDS

Microsoft Firenze BXT 2010
Member of Student Champion Team.
\$20,000 Award prize. Mar 29, 2010