

Hello!

My name is **James Liu** and I am a creative leader, seasoned manager, and product designer. With experience in the consumer, media entertainment, and automotive industry, I have a passion for building high-powered teams that span the fields of interaction, visual, game, and product design.

About Me

Activator of People

Inspirer in Chief

Facilitator of Clarity

Voice of Persuasion

Products

Mixer.com

2018

Microsoft

MBUX Platform

2017

Daimler AG

Mercedes-Benz Companion

2014

Mercedes-Benz R&D

smart cross connect

2014

Mercedes-Benz R&D

Battlestone RPG

2013

Zynga Mobile

Arcade Slots

2012

Zynga Mobile

HoloLens Prototypes

2011

Microsoft

Impulse Real-time Face Capture

2008

PhaseSpace

Experience

Microsoft | *Creative Director* | Redmond, USA | 03.2017–present

Leading product design and creative at Mixer (mixer.com) across all endpoints: mobile, web, TV console.

Daimler AG | *Director of User Experience Design* | Stuttgart, DE | 02.2016–02.2017

Expatriate assignment as Design Director of next-generation Mercedes-Benz infotainment system (MBUX). Led teams responsible for UI, voice, 3D, and production design.

Mercedes-Benz R&D North America | *Senior Manager, UX Design* | Sunnyvale, USA | 05.2013–02.2016

Directed team of 15 designers and creative-technologists to envision and implement the Mercedes-Benz experience. Planned and managed \$5 million dollar studio budget.

Zynga Inc. | *Lead UX Designer* | San Francisco, USA | 10.2011–05.2013

Led the game design on mobile titles including Battlestone RPG, Arcade Slots, and other unpublished prototypes. Supervised game, level, system, UI and UX.

Microsoft | *Strategic Designer* | Redmond, USA | 06.2010–10.2011

Worked as designer and prototyper of the Xbox Design Strategy & Hardware Incubation. Designed and built HoloLens interactive prototypes and produced the 3-year product vision for XBOX One.

Carnegie Mellon University | *Adjunct Instructor* | Pittsburgh, USA | 08.2008–05.2010

Instructed undergraduate and graduate courses in Basic Interaction Design (Spring 2010), Intro to Computing in Design (Fall 2009), and Online Information Design Lab (2008– Spring 2009).

PhaseSpace Motion Capture | *Creative Director* | San Leandro, USA | 07.2003–06.2008

Led creative and marketing collateral development. Designed and developed custom software solutions and interactive demonstrations for Digital Domain, Sony Entertainment, and Disney Imagineering.

Education

Carnegie Mellon University | Pittsburgh, USA

Master of Design, Interaction Design, 05.2010

University of California Berkeley | Berkeley, USA

Bachelor of Arts, Applied Mathematics, emphasis in Computer Science, 05.2005

Cheers.

James Liu

james.cm.liu@gmail.com

www.jamesliudesign.com

+49 176 3093 7535