

WALTER LIU

UX DESIGN LEAD

San Francisco Bay Area lauurs@gmail.com walter-liu.com

SUMMARY

UX design leader with 14+ years shipping consumer experiences at global scale — from tens of millions of mobile users to Dolby's flagship personalization ecosystem. I lead cross-functional design programs end to end: setting UX strategy, aligning OEM and platform partners, and turning field research into products that ship. I move fluidly between hands-on craft and program leadership, and I build the teams and research practices that make good design repeatable.

LEADERSHIP & EXPERTISE

PROGRAM LEADERSHIP

Cross-functional design programs · OEM & partner alignment · roadmap & resource planning · agile delivery

DESIGN & RESEARCH

End-to-end UX/CX · field studies & user interviews · personas & journey mapping · design systems · 0-to-1 product design

EMERGING & RECOGNITION

Generative AI in design workflows · AI business strategy (Berkeley ExecEd) · patent in listener-centric acoustic mapping · UX Master, Nielsen Norman Group

EXPERIENCE

Dolby Laboratories

2023 — Present

SR. STAFF UX DESIGNER — DESIGN PROGRAM LEAD · San Francisco, CA

- **Lead the design program for Dolby Atmos FlexConnect and the Dolby Personalization Ecosystem** — Dolby's flagship consumer personalization play — owning UX strategy across a three-sided system of Dolby, OEM partners (TCL, LG), and consumers.
- Reimagined immersive-audio setup as a 0-to-1 phone-driven product: camera-guided speaker placement, real-time acoustic mapping, and a self-healing recovery layer — replacing error-prone TV-remote menus.
- Drove cross-functional alignment across product, OEM business, platform accounts, engineering, and marketing, establishing the flow as the shared reference standard partners build against so the experience ships coherently across different hardware.

- Pioneered generative-AI workflows within the design team, accelerating exploration and raising the fidelity of early concepts.

Dolby Laboratories

2015 — 2023

STAFF UX DESIGNER · San Francisco, CA

- Led UX for **Dolby Access** across Xbox, Windows, and PlayStation, enabling Dolby Atmos & Dolby Vision activation at console and PC scale.
- Ran field studies and usability research that reframed the product direction, then translated insight into shipped design decisions.
- Shipped Dolby On, Dolby Narrate, and Dolby VR, spanning creator tools and immersive experiences.

Stela Unlimited

2019 — 2020

PRODUCT DESIGN MANAGER (PART-TIME) · San Francisco, CA

- Built the product design team from the ground up — hiring designers and researchers.
- Launched the company's first user research program and integrated data analytics into the design function.

Dolby Laboratories

2013 — 2015

SENIOR UX DESIGNER · San Francisco, CA

- Built the Dolby Mobile UX design system, establishing patterns reused across the mobile portfolio.
- Delivered Dolby Atmos apps on Android and PC reaching **tens of millions of users**.

Lenovo

2012 — 2013

SENIOR UX DESIGNER · Beijing, China

- Authored the global application design guideline for Android and Windows Phone, standardizing UX across product lines.

Motorola · Guokr · China Internet Center

2004 — 2012

SENIOR UX DESIGNER & DESIGN MANAGER · Beijing, China

- Senior UX Designer at Motorola and Guokr; Design Manager at China Internet Center — building foundational craft and early team-leadership experience.

EDUCATION & CREDENTIALS

Renmin University of China

2000 — 2004

B.S. MEDIA DESIGN & RESEARCH

- **AI Business Strategy** — Executive Education, UC Berkeley
- **UX Master Certification** — Nielsen Norman Group
- **Patent** — Listener-centric acoustic mapping