

# Clive Liew

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Innovative and collaborative Product Design Leader with background driving user experience for leading brands, including Microsoft, Samsung, Google and Wayfair. Proven team leader in guiding multidisciplinary UX professionals and partnering with cross-functional stakeholders through the product discovery, development and delivery cycle. Focused on experience optimization that drives results in customer happiness, product excellence and business metrics across devices and platforms.

## EXPERIENCE

### Wayfair

San Francisco Bay Area, CA

#### **Associate Product Design Director**, September 2021 – March 2023

Directed an Experience Design team of 12 for Tools and Services superpod, in development of innovative help and guidance for users on complex shopping journeys. Responsible for how our omnichannel and coordinated project-based shopping experiences come to life. Played a strategic role in creating the vision, crafting designs and stewarding the team through to execution. Partnered across Retail, Storefront, Commercial, Brand and more on a shared plan while championing the ideal experience for customers and associates.

- Increased 41% additional high-quality submissions by launching omnichannel Design Services program.
- Reached +20% revenue in 2022 by overseeing expansion of Assembly and Protection experiences.
- Oversaw augmented reality (AR) tools, enabling pre-installation of Wayfair product demos in Apple stores.
- Shaped the future of Wayfair U.S. mobile and web experiences to empower ~90M and growing unique monthly visitors.
- Crafted solutions for Wayfair's largest vertical (Large Parcels, representing ~75% of revenue) with +\$46M annual gross revenue.

### Google

Sunnyvale, CA

#### **UX Manager**, April 2017 – October 2020

Headed user experience for the People and Sharing organization, leading a 20-member team of UX designers, researchers, writers and programmers. Partnered with Product and Engineering directors on the mission to "help users connect with their people at the right time, everywhere." Accountable for enabling user-to-user connections across Google's flagship products' web and mobile experiences, including G Suite, Comm Suite, Maps, and Photos.

- Enabled Google Workspace's pivot from G Suite resulting in a ~30% increase in usage in 2020. Amplified user satisfaction and productivity with People Companion, People Sheet and Hovercard.
- Addressed user's contact information security and privacy concerns by managing Google Contacts mobile and web apps for ~1B Google users.
- Increased trust for 2.8 billion monthly active Google Account users, by helping them represent themselves safely and expressly using Google Profiles and an illustration-based profile image system.
- Articulated and executed people-centered vision for Google experiences that powered Pixel, Assistant, and other applications.

## Samsung

Mountain View, CA

### **Executive Creative Director**, October 2015 – September 2016

Headed design for CX Lab comprising a team of ~28 interaction, visual and motion designers, reporting to the VP of Product. Responsible for Smart TV's system framework and user experiences, as well as research and experimental development in the Displays and Digital Appliances verticals.

- Amplified product affinity and broke the year-over-year system overhaul with the launch of Samsung's 2017 Smart TV, by introducing Eden as an integrated platform that unified content and input sources for the user.
- Contributed to ~9% increase in Samsung's brand ranking, by productizing the concept of "a smart refrigerator with a connected display" into Family Hub 2.0 – made general availability in North America, Europe and Asia/Pacific in 2017.
- Improved product convergence and familiarity by articulating a Unified Design Language across Samsung's home devices and partner teams.

## Ericsson

Santa Clara, CA

### **Creative Director**, June 2013 – September 2015

Directed a team of Associate Creative Director, visual and interaction designers to craft the design of 3 large TV software products serving a worldwide audience of ~60MM.

- Promoted the future of web and cloud-based TV experiences with MediaFirst product vision, including at Consumer Electronics Show (CES) and International Broadcasting Convention (IBC).
- Increased user happiness with product delighters like On Now Guide, Peek Framework and Restart TV, for such B2B customers as AT&T, Telus and Telefonica.

## Microsoft

Mountain View, CA

### **UX Lead**, February 2010 – June 2013

### **Art Director**, April 2007 – January 2010

Led design for innovative products spanning a wide range of input modalities including voice interaction, hand gestures, game controller and remote control, to meet unmet user needs.

- Increased user happiness and platform credibility with the launch of YouTube and Hulu as hero apps on Xbox, powered by Kinect technology. Both apps were deemed "best of Xbox apps" by critics.

- Improved product innovation with patents granted on Source Agnostic UI Model, Personal Linear Channel and Universal Remote Control.
- Pioneered Tellme voice experiences on mobile, gaining 2MM+ unique users with 80% of queries by voice. Followed by launches across Windows Phones, Blackberry and Sprint.

## PREVIOUS EXPERIENCE

**Tellme**, Mountain View, CA  
**Art Director**

**Nurserymen's**, Half Moon Bay, CA  
**Assistant Art Director**

**Wessling Creative**, San Francisco, CA  
**Design Manager**

## EDUCATION

- Bachelor of Fine Arts (BFA), Graphic Design. Academy of Art University, San Francisco, CA
- Diploma, Advertising Design and Art Direction, The One Academy of Communication Design, Kuala Lumpur