

Xinpeng Liu

HEAD OF PRODUCT · DESIGN × ENGINEERING · AI / VR / COMPLEX TOOLS

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SUMMARY

Head of Product on a founding team, designing, building, and shipping entire products end to end. Took an AI film production platform from zero to a live alpha, with paying subscribers on zero marketing spend. First author of an IEEE VR 2026 paper on VR interaction. Five years of experience spanning Unity Technologies, academic VR research, and early-stage startups.

EXPERIENCE

Head of Product (Founding Team) Multimodal Media Lab, Vancouver, BC Aug 2025 – Present

- Took an AI film production platform from **zero to a live alpha**, independently owning product strategy, user research, UX/UI design, and full-stack engineering across character creation, storyboard generation, and shot building.
- Defined the interaction model and UX specs for multimodal AI workflows (text, image, and video generation), cutting iteration rework by **30%**.
- Grew the platform to **112 alpha users and 15 paying subscribers** with **zero marketing spend**, running a weekly build-test-learn loop with **5–10** creators per iteration and turning findings into roadmap and release decisions.
- Drive the product side of MML ONE's fundraising and business development — owning the pitch narrative and product demos that helped land **Google for Startups**, **Convex for Startups**, and an **ElevenLabs grant**.
- Product lead for strategic partnerships with **World Labs**, **Tencent**, and **ByteDance**, plus an **Android XR** program with **XREAL** — representing the product in partner conversations and turning partner requirements into the roadmap.

UX Designer Zixel CAD, Vancouver, BC Dec 2024 – May 2026

- Cut onboarding time by **30%** and raised task completion rates by **25%** for mechanical engineers through a ground-up redesign of the platform's engineering drawing workflows.
- Designed and shipped the UX for expert-grade CAD analysis features (surface curvature maps, wall thickness analysis, 2D and 3D section views), turning heavyweight mechanical analysis into workflows engineers can use without a manual.
- Ran **~30** user interviews and benchmarked SolidWorks, Onshape, ZWCAD, and other major CAD platforms to pressure-test design decisions.
- Built and maintained the design system used across the platform's modules.

Research Assistant Simon Fraser University, Vancouver, BC Sep 2023 – Dec 2024

- Designed and built hybrid mouse and VR interaction techniques, implemented as a working evaluation system in Unreal Engine.
- Validated them in two controlled studies (**40+** participants), showing higher precision and stronger user preference than standard VR controllers; published at **IEEE VR 2026**.

UX Design & Digital Marketing Intern Unity Technologies, Shanghai, China Apr 2021 – Aug 2022

- Owned localization design for the Unity Asset Store in China, adapting global campaign materials into **20+** campaigns for one of Unity's largest markets.
- Drove multi-channel growth across SEO, SEM, social media, and developer community channels, using traffic and engagement data to shape content and campaign strategy.
- Partnered with recruiting, technical art, and brand teams on co-branded videos and tutorials, and supported Unity's presence at ChinaJoy, Asia's largest gaming expo.

EDUCATION

Simon Fraser University, Master of Science in Interactive Arts & Technology Sep 2023 – Dec 2024

Carleton University, Bachelor of Media Production and Design, With Distinction Sep 2019 – May 2023

PUBLICATIONS

X. Liu, D. B. Zhao and W. Stuerzlinger, "Scaled Mouse: An Efficient and Accurate Interaction Technique for 3D Docking in Seated VR," *2026 IEEE Conference on Virtual Reality and 3D User Interfaces (VR)*, Daegu, Korea, Republic of, 2026, pp. 718–728, doi: 10.1109/VR67842.2026.00091. ieeexplore.ieee.org/document/11457525

SKILLS

Design	Figma, Framer, design systems, interaction design for complex tools, accessibility (WCAG)
Research	usability testing, controlled user studies, user interviews, competitive benchmarking
Engineering	TypeScript, React, Next.js, Tailwind CSS, Convex, Unreal Engine
Domains	AI/multimodal products, VR/XR interaction, CAD & engineering tools, creator & developer platforms