

Liliam Higa

Senior Product Designer

Summary

Senior Product Designer with 7 years crafting human-centered experiences in the automotive industry using systems thinking framework to design best-in-class products.

Experience

Sr. Product Designer — Virtual Vehicle Platform

Platform Science | San Diego, CA — Mar 2022 – Nov 2023

Platform Science's Virtual Vehicle is a connected vehicle platform that helps fleets manage, deploy, and integrate apps and telematics tools directly in commercial trucks in real time.

- Spearheaded the redesign of the in-cabin experience for Platform Science's virtual Vehicle OS, transforming outdated trucking workflows into a modern, driver-centric HMI deployed on Android Automotive OS (AAOS).
- Applied systems thinking to orchestrate compliance, safety, telematics data and real-time fleet communications into an intuitive cockpit experience, balancing driver's productivity and ML-driven fleet insights.
- Partnered with OEMs, Tier 1 suppliers, and cross-functional teams to deliver a robust integrated solution, team driving workflows, safe driving widgets and context-aware productivity tools for over-the-road and last-mile operations.
- Enabled fleets to transition from legacy paper-based logs to intelligent, connected cab environments — improving compliance scores, safety metrics and driver satisfaction while modernizing the logistics industry.

Automotive UX Designer

Fantasy | New York, NY — Aug 2020 – Oct 2020

Fantasy is a digital product and innovation agency shaping user experiences for global brands across web, mobile, and automotive platforms.

- Worked with an OEM to adopt Android Automotive OS (AAOS) as the standard for infotainment across multiple vehicle lines.
- Conducted a heuristic audit of the existing in-vehicle HMI, identified usability issues, and proposed redesign concepts that aligned with Android's guidelines while maintaining the OEM's brand language.
- Presented stakeholders with both conservative and progressive interface solutions, balancing legacy requirements with modern UX best practices.
- Delivered a refined infotainment system concept that improved usability and laid the foundation for future AAOS-based systems.

Liliam Higa

Senior Product Designer

Experience

Lead UX Designer + Researcher

High Res Hype | Los Angeles, CA — May 2018 – Oct 2019

High Res Hype is a creative studio and consultancy specializing in design strategy and storytelling for startups and consumer brands.

- Led UX design for Nissan IMs and Infiniti QX Inspiration, concept vehicles combining ADAS/AD technologies with premium, human-centered experiences.
- Planned and conducted user research and translated insights into user flows, wireframes, and in-vehicle interfaces featuring AI, biometrics, and machine learning to deliver best-in-class POV experiences.
- Partnered with global teams across time zones to align research with product goals and uncover innovative feature opportunities.
- Contributed to the award-winning Infiniti QX Inspiration (Eyes On Design 2019) and helped shape both concept vehicles' success, recognized for their advanced use of technology and intuitive user experience.

Education

- MIT OpenCourseware - Artificial Intelligence with Patrick Henry Winston (2025)
- MIT X - Understanding the world through Data (2025)
- General Assembly — User Experience Immersive Certificate (2017)
- Okinawa Prefectural University of Arts — Visual Communication Design (2000)
- Faculdade Santa Marcelina — Bachelor of Arts in Fashion Design (1995 - 1998)

Skills

- Systems Thinking
- Android Automotive OS
- User Research Studies
- OEM Dashboard Integration
- End-to-end Product Design
- Information Architecture
- Journey Mapping
- Cross-functional Team Collaborations
- Product Requirements
- UX Strategy
- Wireframing
- User Flows
- Agile
- Lean UX
- Project Management

Tools

- Figma
- Miro
- User Interviews
- Maze
- Zoom
- Jira
- Survey Monkey
- Spline
- Rhino 3D
- Loom
- Keynote
- Wix Studio

Languages

- English (fluent)
- Brazilian Portuguese (native)
- Japanese (conversational N3)
- Spanish (basic)