Liliam Higa

Senior Product Designer | Automotive HMI, Mobility & Multimodal UX

Summary

Senior Product Designer with 7+ years designing in-vehicle and mobility experiences, from award-winning concept cars to production HMI on Android Automotive OS (AAOS). Led the Virtual Vehicle in-cabin redesign at Platform Science and UX design and research for the Nissan IMs and Infiniti QX Inspiration concept vehicles. I use user research and systems thinking to turn regulations, vehicle data and operational constraints into clear journeys, interface states and production-ready specs. Comfortable partnering with OEMs, Tier 1 suppliers, engineering and product from concept through handoff, and currently using AI-assisted prototyping to explore voice, contextual assistance and error recovery.

Core Skills

Automotive & Mobility: Automotive HMI · Android Automotive OS (AAOS) · ADAS/AD Experiences · Driver Distraction & Safety · Telematics · Fleet & Commercial Vehicle UX · OEM & Tier 1 Collaboration

Design: Interaction Design · Multimodal UX (Voice, Touch, Biometrics) · Information Architecture · User Flows · Wireframing & Prototyping · Design Systems · Production Specifications

Research & Strategy: User Research · Usability Testing · Contextual Inquiry · Heuristic Evaluation · Journey Mapping · Systems Thinking · Cross-Functional Leadership · Agile / Lean UX

Selected Experience

Independent Product Designer & Studio Founder — LH Studio | Remote | Jul 2024 – Present

- Designed self-directed ADAS HMI concept studies on driver situational awareness, contextual assistance and alert fatigue.
- Extended earlier Infiniti concept work into AI-assisted HTML prototypes of an in-vehicle voice assistant: defined intents, slots, consent before saving preferences and error-recovery paths across four dialogue iterations.

Senior Product Designer, Virtual Vehicle Platform — Platform Science | San Diego, CA | Mar 2022 – Nov 2023

Open connected-vehicle platform, factory-installed by Daimler Truck (Freightliner), Navistar and PACCAR (Kenworth, Peterbilt), giving fleets such as Schneider and Werner telematics and 30+ apps directly in the cab.

- Led the integration of the Virtual Vehicle in-cab experience into Android Automotive OS (AAOS), fitting the platform into the new system without breaking the legacy workflows drivers and fleets already knew.
- Translated Hours of Service regulations, access controls, vehicle status, route restrictions and maintenance requirements into user flows, interface states and alerts.
- Unified compliance, safety, telematics and real-time fleet messaging into one cockpit experience that balances driver productivity with ML-driven fleet insights.
- Owned the in-cab HMI for the PACCAR integration, bringing Virtual Vehicle to Kenworth and Peterbilt Class 8 and medium-duty trucks; worked directly with Elektrobit's engineering team in Germany.
- Aligned 12+ stakeholders across product, engineering, partner programs and executive leadership, including the heads of UX at PACCAR and Elektrobit, and coordinated with internal Daimler Truck and Navistar teams to keep one driver experience across four truck brands.

- Designed team-driving workflows, safe-driving widgets and context-aware tools for long-haul and last-mile operations.
- Helped fleets move from paper logs to connected cabs, supporting better compliance, safety metrics and driver satisfaction.
- Led design on a three-person team with a contract visual designer and the design director, establishing a driver-safe design system that scaled from the in-dash HMI to in-cab tablets, and delivering production-ready specs and engineering handoffs.

Automotive UX Designer (Contract) — Fantasy | New York, NY | Aug 2020 – Oct 2020

- Ran a heuristic audit of an OEM's in-vehicle HMI and proposed infotainment redesigns as the OEM adopted Android Automotive OS across multiple vehicle lines.
- Presented conservative and progressive concepts to stakeholders, framing trade-offs between Android guidelines, legacy requirements and brand language.
- Delivered a refined infotainment concept that improved usability and set the foundation for future AAOS systems.

Lead UX Designer & Researcher — High Res Hype | Los Angeles, CA | May 2018 – Oct 2019

- Led UX design and research for the Nissan IMs and Infiniti QX Inspiration concept vehicles, exploring autonomous driving, ADAS and multimodal in-vehicle experiences.
- Planned and ran user research, turning insights into journey maps, flows, wireframes and interactions across multiple displays, voice, AI and biometrics.
- Contributed to the Infiniti QX Inspiration, winner of a 2019 EyesOn Design award for its use of technology and intuitive UX.
- Aligned research, product requirements and feature opportunities with global teams across time zones.

Education

- User Experience Immersive Certificate — General Assembly, 2017
- Bachelor of Arts, Fashion Design — Faculdade Santa Marcelina, São Paulo
- Visual Communication Design Studies — Okinawa Prefectural University of Arts, Japan

Tools & Languages

Design & prototyping: Figma · ProtoPie · Adobe Creative Suite · Rhino 3D · AI-assisted prototyping (ChatGPT, HTML, Claude)

Research & collaboration: Maze · User Interviews · SurveyMonkey · Miro · Jira · Loom · Zoom

Languages: English (fluent) · Brazilian Portuguese (native) · Japanese (conversational) · Spanish (basic)