

## Xian-Hao (Harry) Liao

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### Skills

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**Language:** English, Mandarin

**Design:** Illustrator, Photoshop, InDesign, Octane Render, Cinema 4D, Lightroom, Capture One Pro, Topaz AI

**Video Production:** Premiere, After Effects, Final cut, Ableton Live, AVID Composer, TouchDesigner, Max 8, P5.js

**Prototyping:** Figma, Miro, Visual Studio, HTML / CSS / JS, Stable Diffusion, Bootstrap, GitHub Pages, Lottiefiles, Framer

### Professional Experience

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**Website Archivist** @ MassArt | 09/2022 - Ongoing / Boston, MA

Managed the DMI program website as a graduate assistant, and led a rebranding project that enhanced the interface and user experience. Achievements include a 20% increase in user engagement, 30% faster page load times, and a 25% rise in user satisfaction after the redesign.

**Design Intern** @ BJ's Wholesale Club | 05/2023 - 08/2023 | Marlborough, MA

Interned at BJ's Wholesale Club Creative Team, created social motion graphics, increased engagement by 40%, and designed marketing materials that enhanced brand identity, leading to a 15% uptick in campaign response rates.

**3d Artist** @ Future House Music | 05/2022 - 07/2022 | Remote, Rotterdam, Netherlands

Design and adjust the 3D Scene by using C4D. Discuss back and forth with clients to finalize artwork. Released on Spotify and YouTube with 40K+ views and 5K+ subscribers.

**Graphic Designer** @ ABC Design.tw | 07/2021 - 05/2022 | Taichung City, Taiwan

Represent ABC Design.de's products in Taiwan. Rolled out new product ideas including social media engagements and marketing materials which launched to over 150 local retail stores. Facilitated cross-departmental work and served as the go-to person of the design department. Coordinated with suppliers on material decisions and color corrections to support new product launches.

**Product Photographer** @ Bonneboutique Shop | 03/2019 - 06/2020 | Taichung City, Taiwan

Co-led the design and development of a new online store launched in July 2019. Conducted professional photoshoots, including scene preparations for products in the online store. Ran promotional events on social media and increased sales amount by 20%.

**Layout Designer** @ Jye Tsae Color Printing | 09/2016 - 05/2017 | Taichung City, Taiwan

Accomplished over 100 client projects in design and layout of pre-press and printing. Assisted senior team members to demonstrate high-precision laser cutting and packaging to clients. Conceptualized client ideas and performed photo post-processing in Photoshop.

### Education

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Massachusetts College of Art And Design | Boston, MA

Master of Fine Arts: Dynamic Media Institute, 2024

Massachusetts Institute of Technology | Cambridge, MA

Brain-Computer Interface (BCI) - Fall 2023

Human Augmentation 2.0 (Prosthetic) - Spring 2023

National Taichung University of Science And Technology | Taichung City, Taiwan

Bachelors of Fine Arts in Design, 2020

### Leadership Experience

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Brotherhood Casual Music Record Founder

Music A&R Lead Manager, 08/2018 - Ongoing

NTCUST Design Graduation Final Project President

Final Project President, 09/2019 - 06/2020

### Certifications

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2024: Apple Search Ads Certification

2023: Google UX Design Professional Certificate

2023: MIT CITI Biomedical Research Investigators

2023: MIT CITI Social and Behavioral Research Investigators

2023: LinkedIn Marketing Strategy Certification

2023: Microsoft: Career Essentials in Generative AI Certificate

2022: Google Ads Display Certificate