

Xian-Hao (Harry) Liao

Digital Print Specialist @ The UPS Store | Ex-Website Designer @ MassArt
Ex-Design Intern @ BJ's Wholesale Club | Master of Fine Arts @ MassArt

EXPERIENCE

Digital Print Specialist — The UPS Store, Newton, MA

July 2024 - Ongoing

- Handle print production, pack and process shipments, provide customer service, and operate printing equipment, ensuring quality and efficiency.

Program Website Designer — Massachusetts College of Art and Design, Boston, MA

SEPTEMBER 2022 - MAY 2024

- Managed the UX redesign of the Dynamic Media Institute program website.
- Updated the DMI alumni website page, engaging with current students and alumni to gather feedback and content.

Design Intern — BJ's Wholesale Club, Marlborough, MA

MAY 2023 - AUGUST 2023

- Accomplished social motion graphics for high-profile ad campaigns, including at Washington DC's Nationals Park and Tennessee NASCAR.
- Contributed to a 40% boost in engagement and supported marketing initiatives that led to a 15% increase in campaign Impressions.
- Enhanced brand identity and campaign response rates.

3D Artist — Future House Music, Rotterdam, Netherlands

MAY 2022 - AUGUST 2022 (Remote)

- Designed and adjusted the 3D Scene using Cinema 4D and After Effects.
- Released on Spotify and YouTube with 40K+ views and 5K+ subscribers.

Graphic Designer — ABC Design, Taichung City, Taiwan

JULY 2021 - MAY 2022

- 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 coordinated with suppliers on material decisions and color corrections to support new product launches.

Ecommerce Web Designer — Bonneboutique Shop, Taichung City, Taiwan

MARCH 2019 - JUNE 2020

- Co-led the design and photoshoots for a new online store (Shopee) launched in July 2019, ran promo events on social media, and increased sales by 20%.

Prepress Design Apprentice — Jye Tsae Color Printing Co Ltd, Taichung City, Taiwan

SEPTEMBER 2016 - May 2017

- Assisted senior manager to demonstrate laser cutting and packaging for clients.

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EDUCATION

Massachusetts College of Art and Design, Boston, MA, USA — *Master of Fine Arts: Dynamic Media Institute*

SEPTEMBER 2022 - MAY 2024

Massachusetts Institute of Technology, Cambridge, MA, USA — *Training*

• *Human 2.0 (Prosthetics)*

• *Brain-Computer Interface (BCI)*

JANUARY 2023 - DECEMBER 2023

National Taichung University of Science and Technology, Taichung, Taiwan — *Bachelor of Arts: Graphic Design*

SEPTEMBER 2016 - July 2020

SKILLS

Visual Design: Adobe Photoshop, InDesign, Illustrator, Cinema 4D, Octane Render, Stable Diffusion, Microsoft Office, Canva

Video Production: Premiere, Final Cut Pro, After Effects, AVID Composer, Lottiefiles, CapCut, Vimeo, Youtube

UX Design: Figma, Visual Studio, Miro, CSS, ReactJS, Jira, Unity, Python, User research, GitHub, Wix, Wordpress

CERTIFICATIONS

- Google UX Design Certificate
- IBM Design Thinking Certificate
- Google Analytics Certification
- Apple Search Ads Certificate
- MIT CITI Research Investigator
- Google Ads Display Certificate
- Microsoft Project Management
- LinkedIn Ads Campaign Certification