

XIAN-HAO (HARRY) LIAO

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EDUCATION

MASSACHUSETTS COLLEGE OF ART AND DESIGN | BOSTON, MA, USA
Master Of Fine Arts: Dynamic Media Institute 2024

MASSACHUSETTS INSTITUTE OF TECHNOLOGY | MA, USA
Cross-register at Media Lab, 2023

NATIONAL TAICHUNG UNIVERSITY OF SCIENCE AND TECHNOLOGY | TAICHUNG, TAIWAN
Bachelors of Fine Arts in Design, 2020

PROFESSIONAL EXPERIENCE

Web Archivist Graduate Assistantship | MASSART | 09/2022 - ONGOING / BOSTON, MA, US
Managed the DMI program website, 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 INTERNSHIP | BJ'S WHOLESALE CLUB | 05/2023 - 08/2023 | MARLBOROUGH, MA, USA
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 | 05/2021 - 07/2022 | AMSTERDAM, NETHERLANDS, REMOTE
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.

ACTIVITIES

ELECTRONIC DANCE MUSIC PRODUCER
Brotherhood Casual Music Record Founder, 08/2018 - Present

NTCUST DEPARTMENT OF COMMERCIAL DESIGN GRADUATION PROJECT PRESIDENT
Graduation Project President, 09/2019 - 06/2020

CERTIFICATIONS

2023: Google UX Design Professional Certificate
2023: MIT CITI Biomedical Research Investigators
2023: Microsoft: Career Essentials in Generative AI Certificate
2022: Google Ads Display Certificate

SKILLS

- + Strong visual and user experience sensibility
- + Time management, project deadlines, organizing projects
- + 5 years experience with poster design and publish prepress
- + Proficient in Adobe Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Figma
- + User research and user strategy, wireframing, user testing, prototyping
- + HTML / CSS/ JAVASCRIPT