

Xian-Hao (Harry) Liao

VISUAL DESIGNER

Website UX Designer @ MassArt | Ex Design Intern @ BJ's Wholesale Club

Master of Fine Arts @ MassArt | Biomedical Research Investigator @ MIT

WORK EXPERIENCE

Website UX Design Graduate Assistant / MassArt

09/2022 - Ongoing | Boston, MA

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 Intern / BJ's Wholesale Club

05/2023 - 08/2023 | Marlborough, MA

Interned at BJ's Wholesale Club's Creative Team, creating social media animation for high-profile ad campaigns, including at Washington DC's Nationals Park and a NASCAR race in Tennessee. This work contributed to a 40% boost in engagement and supported marketing initiatives that led to a 15% increase in campaign response rates, enhancing brand identity.

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.



<https://blogs.massart.edu/xianhaoliao/>

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Boston, MA

EDUCATION

2024 / MFA / Boston, MA, USA

Master of Fine Arts: Dynamic Media Institute

Massachusetts College of
Art And Design

2023 / Training / Cambridge, MA, USA

- Human 2.0 (Prosthetics)
- Brain-Computer Interface (BCI)

Massachusetts Institute of Technology
Media Lab Group

2020 / BA / Taichung, Taiwan

Bachelor of Arts: Graphic Design

National Taichung University of
Science and Technology

SKILLS

Language: English, Mandarin

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

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

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

CERTIFICATIONS

2024: Apple Search Ads Certificate

2023: Google UX Design
Professional Certificate

2023: MIT CITI Biomedical
Research Investigators

2023: Google Ads Display Certificate