

Xian-Hao (Harry) Liao

Website Designer @ MassArt | Ex-Design Intern @ BJ's Wholesale Club
Master of Fine Arts @ MassArt | Behavioral Research Investigator @ MIT

EXPERIENCE

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

SEPTEMBER 2022 – MAY 2024

- Managed the UX redesign of the Dynamic Media Institute program website, incorporating user feedback and DMI Design guidelines to enhance usability and alignment with best practices.
- Updated the DMI alumni website page, engaging with current students and alumni to gather feedback and content.

Museum Assistant — MassArt Art Museum, Boston, MA

MAY 2023 – SEPTEMBER 2023

- Assisted in the installation and de-installation of Joana Vasconcelos and Jace Clayton's art pieces and other artists' works.
- Provided support for museum events and exhibitions and coordinated with curators and artists to manage artwork logistics and handling.

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.

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 development of a new online store (Shopee) launched in July 2019, ran promo events on social media and increased sales amount by 20%.
- Conducted professional photoshoots, including preparations for packaging, and performed photo post-processing in Photoshop and InDesign.

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

SEPTEMBER 2016 – May 2017

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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

Language: English, Mandarin

Visual Design: Adobe Creative Suite, Cinema 4D, Octane Render, Stable Diffusion, Microsoft Office, Canva

Video Production: Premiere, Final Cut Pro, After Effects, Ableton Live, AVID Composer, Lottiefiles, CapCut

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

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