

Xian-Hao (Harry) Liao

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

[linkedin.com/in/xian-hao-liao](https://www.linkedin.com/in/xian-hao-liao)
<https://blogs.massart.edu/xianhaoliao>
Medford, MA, 02155
+1 (857) 693-8315
xliao1737@massart.edu

EXPERIENCE

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

SEPTEMBER 2022 – PRESENT

- Manage the DMI program website and update DMI event information.
- Led a rebranding project that increased user engagement and brand identity.
- Improved page load times by 30% faster after redesigning the website.

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

MAY 2023 – AUGUST 2023

- Accomplished impactful social motion graphics for high-profile ad campaigns, including at Washington DC Baseball Nationals Park and at Tennessee's new club opening.
- Contributed to a 40% boost in engagement of marketing initiatives.
- Boosted a 15% increase in campaign response rates, enhancing brand identity.

Future House Music, Rotterdam, Netherlands — *3D Artist*

MAY 2022 – JULY 2022

- Designed and adjusted the 3D Scene by using C4D.
- Discussed back and forth with clients to finalize artwork.
- Released on Spotify and YouTube with 40K+ views and 5K+ subscribers.

ABC Design, Taichung City, Taiwan — *Graphic Designer*

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 served as the go-to person of the design team.
- Coordinated with suppliers on material decisions and color corrections to support new product launches.

Bonneboutique Shop, Taichung City, Taiwan — *Ecommerce Web Designer*

MARCH 2019 – JUNE 2020

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

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

SEPTEMBER 2016 – SEPTEMBER 2017

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 Creative Suite, Cinema 4D, Octane Render, Stable Diffusion, Microsoft Office

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

User Experience: Figma, Miro, Visual Studio, HTML, CSS, JS, Bootstrap, Framer, Lottiefiles, Web3, Website, Design review, Wireframes, User Research

LANGUAGES

English, Mandarin, Taiwanese