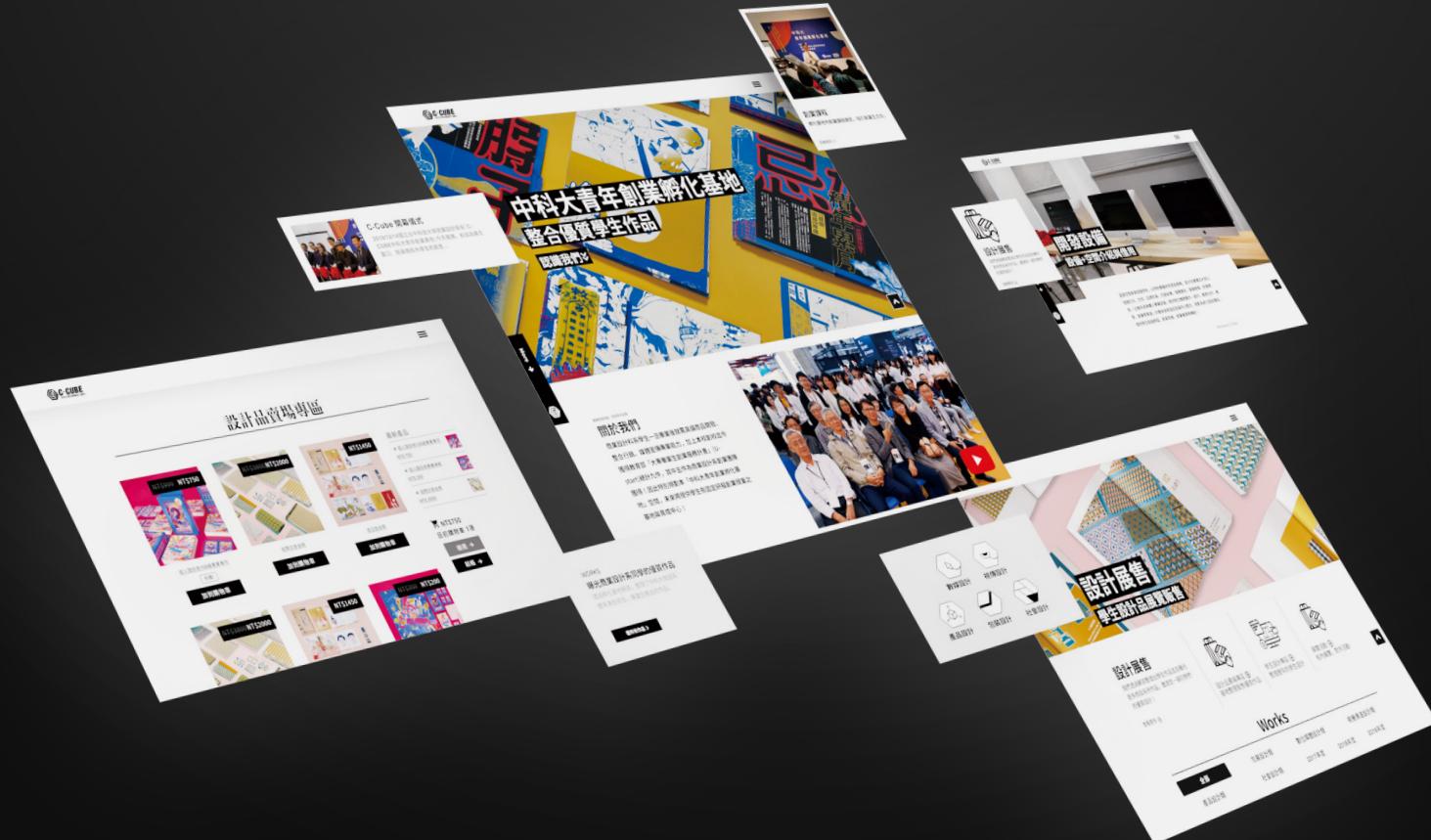


# PORTFOLIO

XIAN-HAO LIAO DESIGN PORTFOLIO



2019-2021

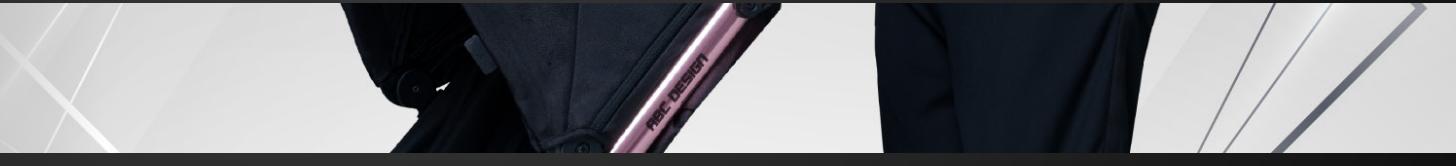


XIAN-HAO LIAO  
PORTFOLIO

2019-2021

# Content

## 01 CELEBRITY BRANDING



## 02 C-CUBE WEBSITE



## 03 FOR-U MV



## 04 BRHC MUSIC



## 05 OTHERS



XIAN-HAO LIAO  
PORTFOLIO

I Coordinated requirements with a photography team and I even designed ultra-sized promotional cardboard cut-outs for commercial display for ABC-Design Taiwan.

The goal and ideas of this project is to increase brand loyalty and promote the reputation of ABC Design stroller brand in Taiwan.

# 01

## CELEBRITY BRANDING

代言人王陽明  
S. Jooy



### Advertising Project

The project was done in cooperation with  
the marketing team ABC Design

Date: 2021.07-2021.12  
Graphic Designer: Xian-Hao Liao

# Making Process

Communicate requirements

Find reference

Compose the plan

Proposal discussion

Meeting to confirm requirements

Complete plan

Scen script planning

Contracts with outsourcing teams

Assign tasks to every staff

Oversee product status

The day of the filming

Confirm filming file after completion

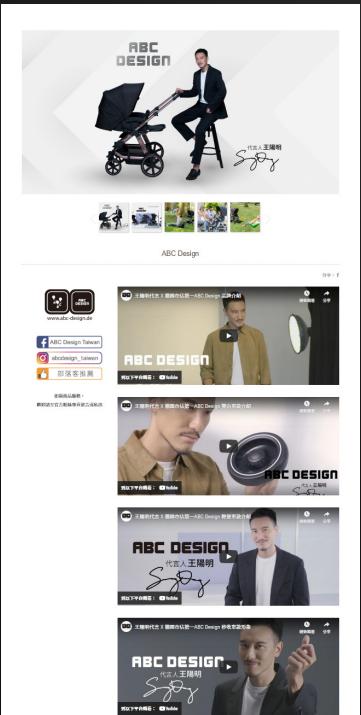
Confirm finished product with Management Company



XIAN-HAO LIAO  
PORTFOLIO

# Final design

- Rolled out new product ideas including social media engagements and marketing materials which launched to over 150 local retail stores.
- Facilitated cross-departmental work scheduling and served as the go-to person of the design department.
- Coordinated with supplier on material decisions and color corrections to support new product launch.



I created the official website of the NTCUST Youth Innovation Base (a new performance center in NTCUST).

This website has different landing pages, including entrepreneurial courses, entrepreneurship team, campus activities, entrepreneurial counseling, development equipment, and exhibition information.

# 02

## C-CUBE WEBSITE

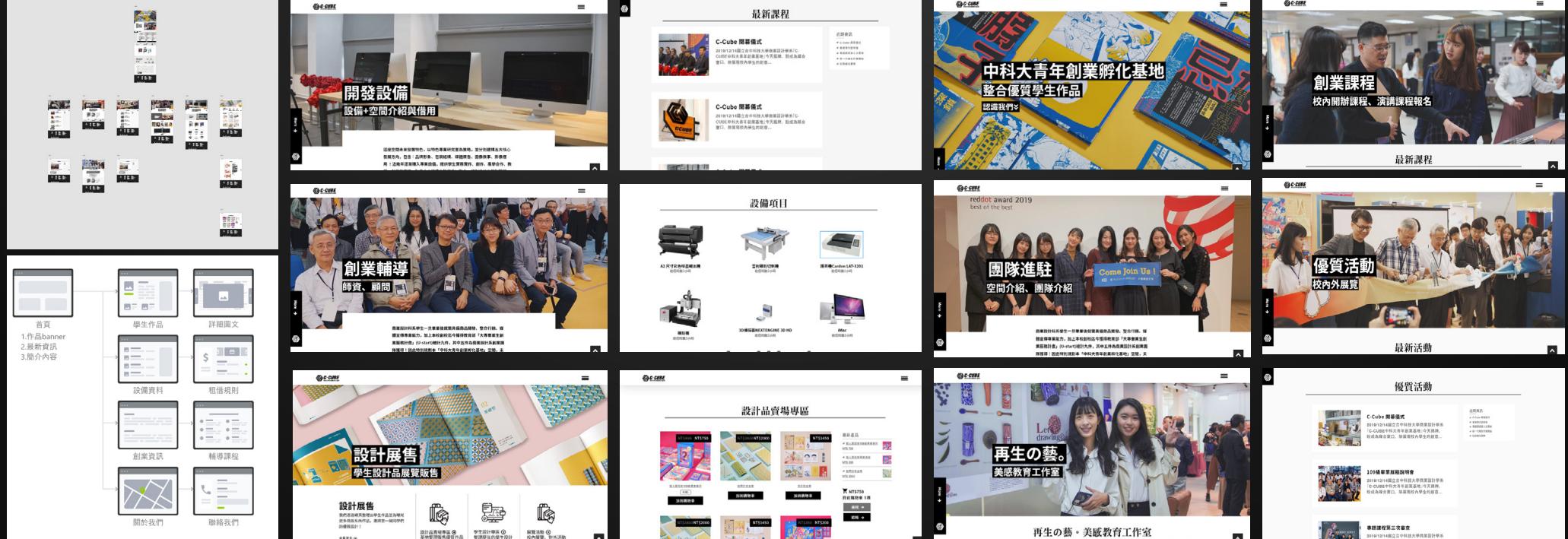


### Webpage Design

which aims to publish  
the news of NTCUST Youth Innovation Base for students

Date: 2020.01-2020.06  
Team Leader: Xian-Hao Liao

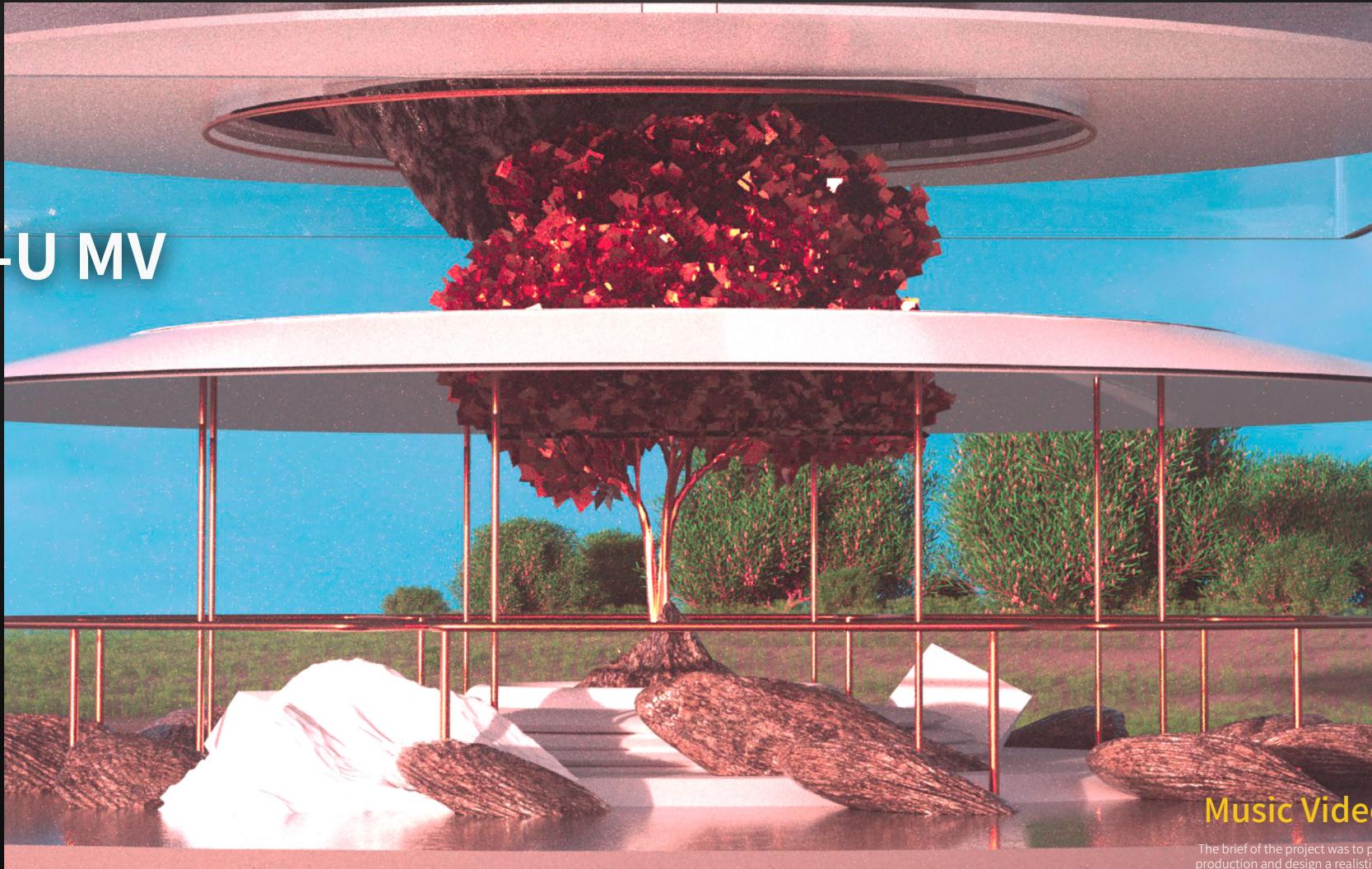
# Making Process



# Final design



# 03 FOR-U MV

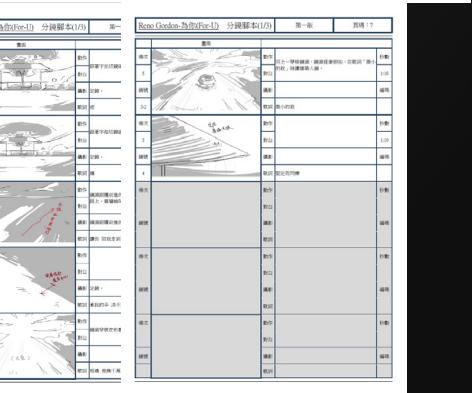
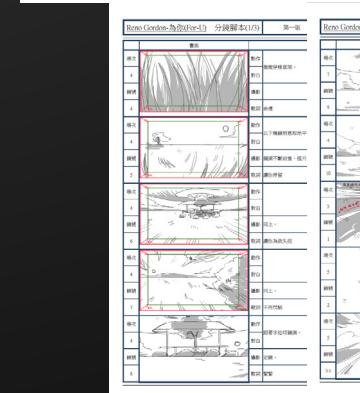
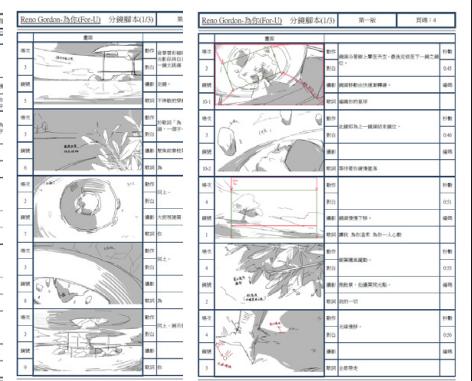
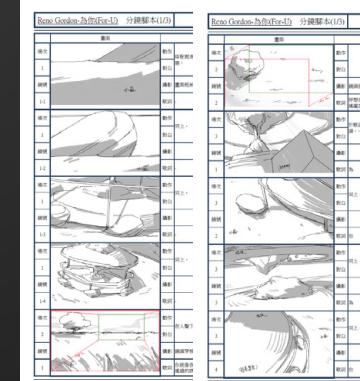
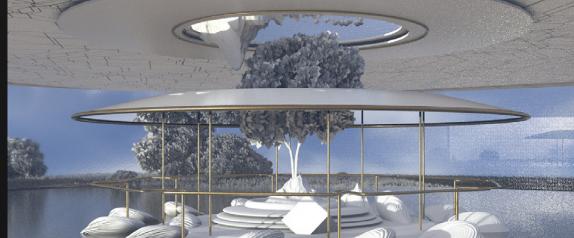


Music Video Design

The brief of the project was to process the whole music production and design a realistic and vivid music video.

Date: 2019.01-2019.04  
Individual Project: Xian-Hao Liao

# Making Process



# Final design



# ■ FOR-U

RENO GORDON  
FT. LUNA

A LYRICS VIDEO BY BROTHERHOOD CASUAL

DIRECTED BY RNGDN

3D MODELING.YANG PO ZHI

EDIT&DI.RNGDN

MANAGEMENT. BEAR TIM

LINE PRODUCER

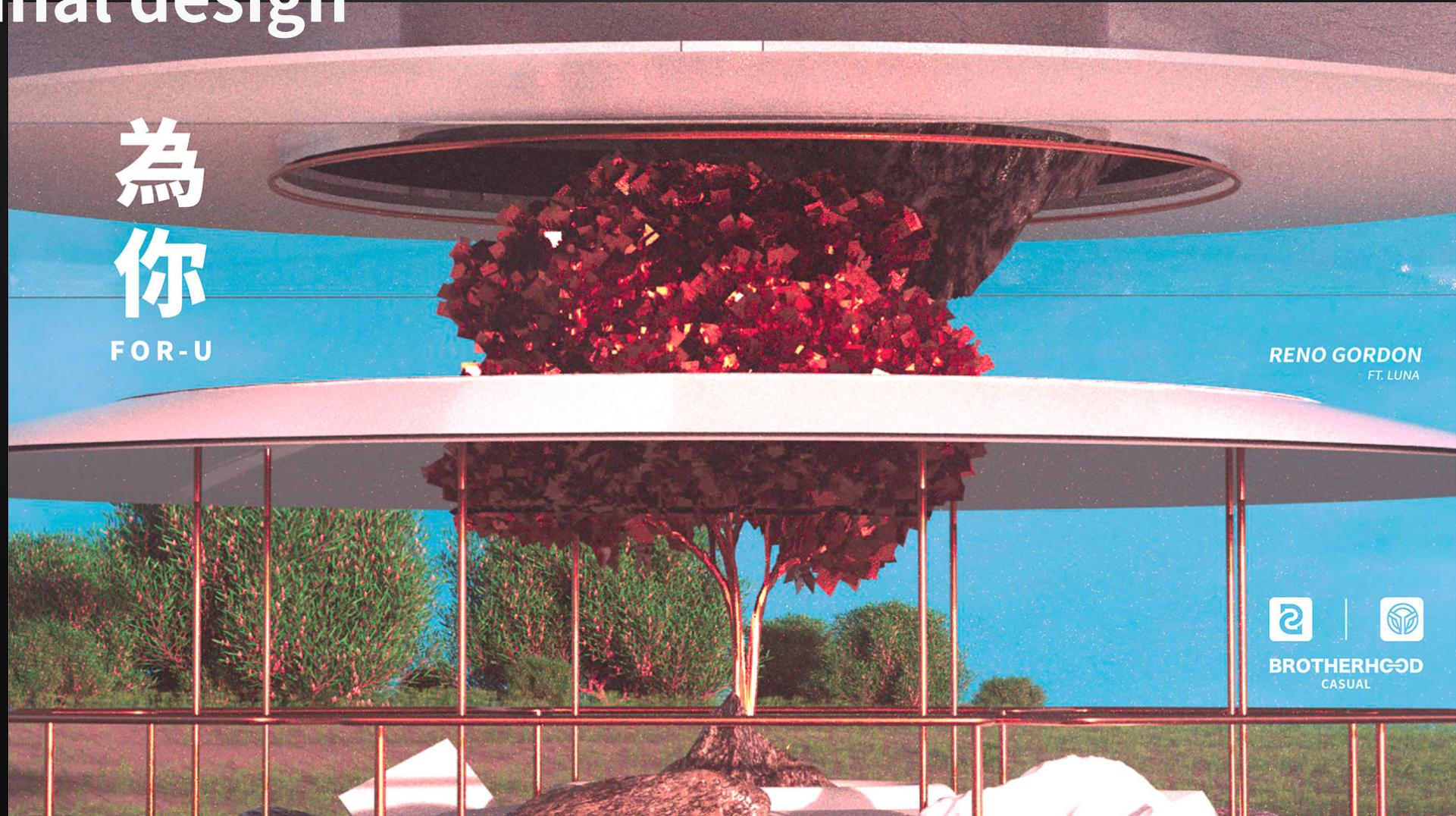
TW  
RENO GORDON,XUN XIE

LA  
AUSTIN LEEDS



BROTHERHOOD  
CASUAL

# Final design



04

BRHC MUSIC



Branding Design

Electronic music promotion brand **by myself**  
since 2018

Date: 2019.10-2019.12  
Team Leader: Xian-Hao Liao

# Making Process

Brotherhood casual is a music channel founded by designer **Xian-Hao Liao**. This YouTube channel promoted mostly Taiwanese music producers. In 2018, Xian-Hao and his friends created this music channel to connect people. He supported many Taiwanese producers to promote their music in Brotherhood Casual.



The screenshot shows the YouTube channel page for 'Brotherhood Casual'. The channel has over 400,000 subscribers. The main video thumbnail is for 'GSSH - Don't You Dark Duck Remix' by GSSH. Below the main video, there are several other video thumbnails, each with a title like 'OLLY - Can't Live without You (Brotherhood Casual Remix)', 'Nathan Evans - I'm Dumb (Brotherhood Casual Remix)', 'GSSH - Don't You Dark (Brotherhood Casual Remix)', 'Faygo - Cranberry And Blood (Brotherhood Casual Remix)', 'In My Brain (Lx\_Future Remix) (Brotherhood Casual Remix)', and 'Dinner Heart & Soul (Brotherhood Casual Remix)'. The channel also features sections for Trap House, Non-Copyright music, and Background BGM.

# Final design

## Tracklist:

Clean bandit - Mama (Eric Yian Remix)  
Kiiara - Messy(Lashellow Remix)  
Locu5 ft. Alaze - Moonlight  
Modestep & Virtual Riot - Nothing (LEVII Remix)  
Diiton - Go On And On (Extended Mix)  
Diiton & Ryan Jeff - Drown In You (Extended Mix)  
Felix Jaehn x Mike Williams- Feel Good (Reno Gordon Remix)  
ZowieTech - Stranger (Extended Mix)  
Avicii vs Nicky Romero - I Could Be The One (Dark Duck Remix)  
PuFFcorn & Horzeman - Bomb (Original Mix)  
Shades Of Grey>Showmain Remix)  
Dua Lipa - New Rules (Locu5 Remix)  
Diiton - Cockroach(Extended Mix)  
Showmain - Turn Me On (Extended Mix)  
ZowieTech - We will be Free (Extended Mix)  
Zedd, Katy Perry - 365 (Locu5 Remix)  
Horzman - IDGAF feat Crazy Hype  
Balious - They Confused You  
Justin Caruso - High Enough feat. Rosie Darling(Narcyz Remix)  
Narcyz - You and Me



05  
00



## Music Production

A collaborative music project during my senior year, mainly making music for Tainan University of Technology graduation animation project.

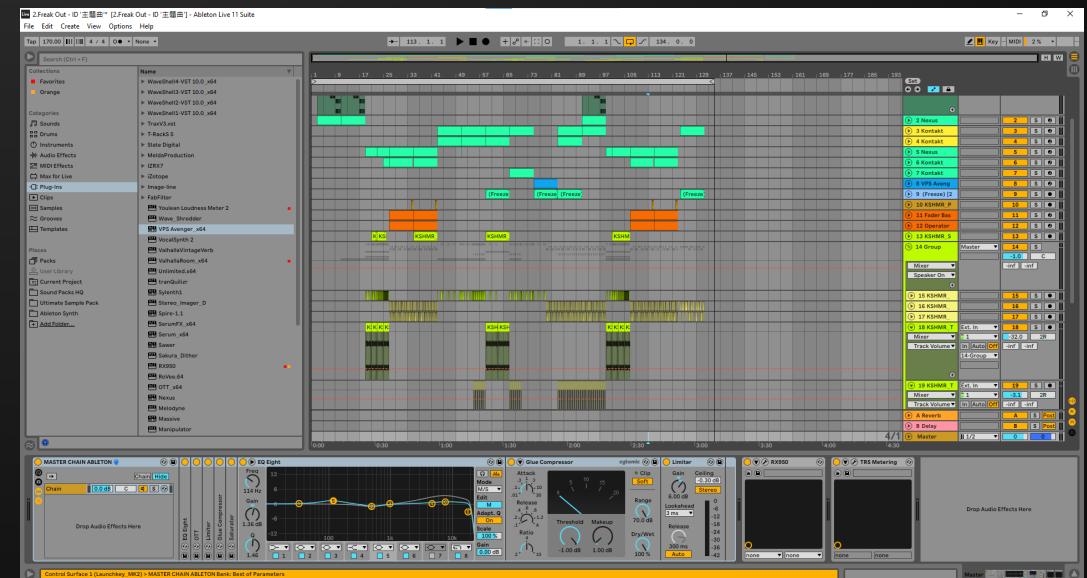
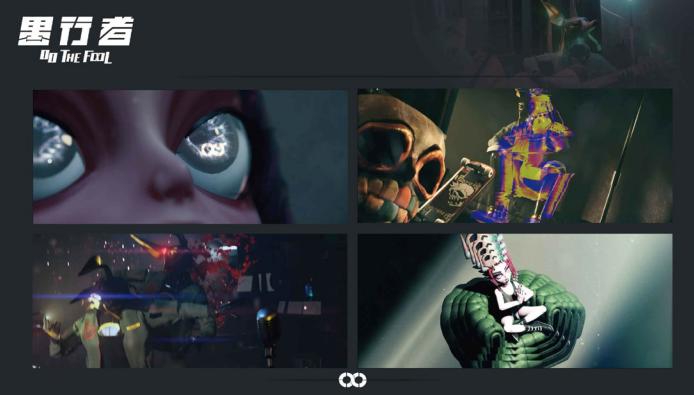
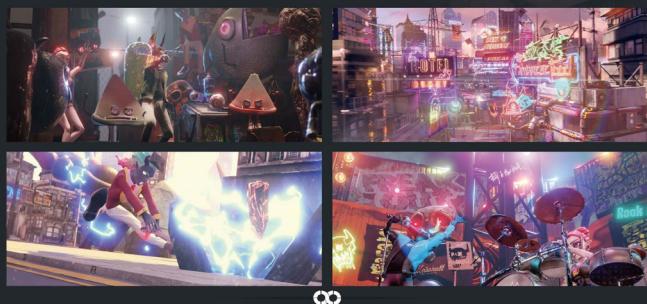
Date: 2020.05-2020.01  
Music producer: Xian-Hao Liao



XIAN-HAO LIAO  
PORTFOLIO

# Making Process

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Up The Fool



# **THANKS**

**Xian-Hao Liao**

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Email: [harry90522@gmail.com](mailto:harry90522@gmail.com)

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Website: [xian-hao-liao.com](http://xian-hao-liao.com)