

# XIAN-HAO (HARRY) LIAO

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## PROFESSIONAL EXPERIENCE

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**WEB ARCHIVIST GRADUATE ASSISTANT** @ MASSART | 09/2022 - ONGOING / BOSTON, MA, USA

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, 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 | 05/2022 - 07/2022 | ROTTERDAM, 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.

## EDUCATION

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MASSACHUSETTS COLLEGE OF ART AND DESIGN | BOSTON, MA, USA

Master of Fine Arts: Dynamic Media Institute, 2024

MASSACHUSETTS INSTITUTE OF TECHNOLOGY | CAMBRIDGE, MA, USA

Cross-register at Media Lab, 2023

NATIONAL TAICHUNG UNIVERSITY OF SCIENCE AND TECHNOLOGY | TAICHUNG CITY, TAIWAN

Bachelors of Fine Arts in Design, 2020

## ACTIVITIES

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ELECTRONIC DANCE MUSIC PRODUCER

Brotherhood Casual Music Record Founder, 08/2018 - Ongoing

NTCUST DEPARTMENT OF COMMERCIAL DESIGN GRADUATION PROJECT PRESIDENT

Graduation Project President, 09/2019 - 06/2020

## CERTIFICATIONS

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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

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