

# Xian-Hao (Harry) Liao

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

## EXPERIENCE

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

SEPTEMBER 2022 – MAY 2024

- Collaboratively managed the UX redesign of the Dynamic Media Institute program website, incorporating user feedback and Adobe Design guidelines to enhance usability and alignment with best practices.
- Conducted A/B testing to evaluate different design approaches, leading to a 30% improvement in user engagement and page load times.
- Developed high-fidelity interactive prototypes in Figma, iterating on designs based on quantitative and qualitative user research.

### *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.

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

MAY 2022 – JULY 2022 (Remote)

- Created 3D visuals that were integrated into multimedia campaigns on Spotify and YouTube, resulting in over 40K views and significant subscriber growth, demonstrating the impact of thoughtful design on user engagement.
- Engaged in iterative design processes, refining visual elements based on continuous client feedback and user data analysis.

### *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 scene preparations for products, and performed photo post-processing in Photoshop and InDesign.

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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

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

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

## CERTIFICATIONS

- Google UX Design Certificate
- IBM Design Thinking Certificate
- Google Analytics Certification
- Apple Search Ads Certificate
- MIT CITI Research Investigator
- Google Ads Display Certificate
- LinkedIn Ads Marketing Certificate