

Xian-Hao Liao

UX DESIGNER

Website Archivist @ MassArt | Ex @ BJ's Wholesale Club Design Intern |
Master of Fine Arts @ MassArt | Social Research Investigator @ MIT

WORK EXPERIENCE

Web Archivist Graduate Assistant / MassArt

09/2022 - Ongoing | Boston, MA

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

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 | Remote, Rotterdam, Netherlands

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.

Product Photographer / Bonneboutique Shop

03/2019 - 06/2020 | Taichung City, Taiwan

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

Layout Designer / Jye Tsae Color Printing

09/2016 - 05/2017 | Taichung City, Taiwan

Accomplished over 100 client projects in design and layout of pre-press and printing. Assisted senior team members to demonstrate high-precision laser cutting and packaging to clients. Conceptualized client ideas and performed photo post-processing in Photoshop.



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Boston, MA

EDUCATION

2024 / MFA / Boston, MA

Master of Fine Arts: Dynamic Media Institute

Massachusetts College of
Art And Design

SKILLS

Language : English, Mandarin

Design : Illustrator, Photoshop,
InDesign, Microsoft Office,
Octane Render, Cinema 4D,
Lightroom, Capture One Pro,
Topaz AI

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

Prototyping : Figma, Miro,
Visual Studio, HTML / CSS / JS,
Stable Diffusion, Bootstrap,
GitHub Pages, Lottiefiles,
Framer

CERTIFICATIONS

2024 : Apple Search Ads Certificate

2023 : Google UX Design
Professional Certificate

2023 : MIT CITI Biomedical
Research Investigators

2023 : Microsoft: Career Essentials
in Generative AI Certificate