

Xian-Hao (Harry) Liao

Digital Print Specialist @ The UPS Store | Ex-Website Designer @ MassArt
Ex-Design Intern @ BJ's Wholesale Club | Master of Fine Arts @ MassArt

EXPERIENCE

Digital Print Specialist — The UPS Store, Newton, MA

July 2024 - Ongoing

- Managed the integration of [The UPS Store printing services](#) and worked closely with clients on print production for marketing materials. Improved print services resulted in a 10% increase in monthly revenue.
- Grouped mail by numbers and mailbox holders, streamlined the distribution process, and redesigned the mailbox label system by incorporating enhanced mailbox holder information, resulting in projected performance improvements.

Program Website Designer — Massachusetts College of Art and Design, Boston, MA

SEPTEMBER 2022 - MAY 2024

- Enhanced program WordPress website performance by image optimization, resulting in faster load times and improved user satisfaction.
- Managed content updates and maintenance for the [DMI thesis website](#), fostering engagement with the community.
- Collaborated with faculty and students to gather requirements, ensuring the website met the needs of all stakeholders.

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

MAY 2023 - AUGUST 2023

- Accomplished social motion graphics for three high-quality ad campaigns, successfully completed three projects for [Washington DC's Nationals Park](#) and Tennessee NASCAR and redesigned YouTube channel visuals.
- Developed visual content for digital and print marketing channels, ensuring engaging and instructional materials.
- Assisted in the production of promotional videos and animations, contributing to multimedia learning solutions.

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

MAY 2022 - AUGUST 2022

Graphic Designer — ABC Design, Taichung City, Taiwan

JULY 2021 - MAY 2022

Ecommerce Web Designer — Bonneboutique Shop, Taichung City, Taiwan

MARCH 2019 - JUNE 2020

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

SEPTEMBER 2016 - May 2017

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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

Computer: Adobe CC, Cinema 4D, Octane Render, Blender, Stable Diffusion, Microsoft Office, Figma, Visual Studio Code, Miro, HTML, CSS, ReactJS, Jira, Unity, Python, GitHub, Wix, WordPress, CMS, Framer, Google Analytics, Microsoft Visio, LMS

Language: English, Mandarin, Japanese

Interests: House music, DJ, spinning bike, flat design artwork, personal finance

CERTIFICATIONS

- Google UX Design Certificate
- IBM Design Thinking Certificate
- Google Analytics Certification
- Apple Search Ads Certificate
- MIT CITI Research Investigator
- Google Ads Display Certificate
- Microsoft Project Management
- LinkedIn Ads Campaign Certification