

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 response rates, enhancing brand identity.

Remote 3D Video Animator — Future House Music, Rotterdam, Netherlands

MAY 2022 – JULY 2022

- 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

- Led the conceptualization and execution of digital and print marketing materials, adopting a data-led approach to meet consumer needs effectively.
- Managed cross-functional team collaboration to ensure the successful rollout of design projects, aligning with strategic marketing goals.

PROJECTS

Mobile Application UX Design Project – Cocook

Role: UX Designer, Micro-animator

Goal: We want users to discover places to cook, enjoy provided ingredients, and pursue a nutritionally balanced lifestyle—all in one platform.

Duration: 3 Weeks

- Research insights helped create a user-centric kiosk interface design.
- Developed wireframes and high-fidelity prototypes using Figma.
- Stakeholders were satisfied with the prototype, indicating successful project alignment and user acceptance.

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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