

Xian-Hao (Harry) Liao

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

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EXPERIENCE

Massachusetts College of Art and Design, Boston, MA — *Website Archivist / UX GAship*

SEPTEMBER 2022 – PRESENT

- 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.

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

MAY 2023 – AUGUST 2023

- Designed and implemented targeted, user-centered marketing campaigns using Adobe Creative Suite, significantly boosting user engagement by 40% and campaign response rates by 15%.
- Experimented with social media motion graphics using After Effects, enhancing brand visibility and user interaction across diverse digital platforms.

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

MAY 2022 – JULY 2022

- Designed 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.

ABC Design, Taichung City, Taiwan — *Graphic Designer*

JULY 2021 – MAY 2022

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

Bonneboutique Shop, Taichung City, Taiwan — *Ecommerce Web Designer*

MARCH 2019 – JUNE 2020

- Spearheaded the UI/UX design of a new e-commerce platform, focusing on optimizing the customer journey through user-centered design and A/B testing.
- Co-directed promotional campaigns that leveraged user data to drive design decisions, resulting in a measurable 20% increase in sales.

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

UX Design: Figma, Visual Studio, Miro, CSS, ReactJS, Jira, Lottiefiles

CERTIFICATIONS

- Google UX Design Certificate
- Apple Search Ads Certificate
- MIT CITI Research Investigators
- Google Ads Display Certificate
- LinkedIn Ads Marketing Strategy