

# Xian-Hao (Harry) Liao

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

## EXPERIENCE

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

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

- 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.

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

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.

### 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

- Developed a new landing page on an e-commerce platform (Shopee), focusing on optimizing the customer journey through visual design.
- Co-directed promotional campaigns that leverage user data to drive design decisions, resulting in a measurable 20% increase in sales.

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

SEPTEMBER 2016 – SEPTEMBER 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

**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