

# 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

- Oversee print production and operate digital printing equipment
- Handle shipments, resolve customer issues, and process packaging.
- Provide customer service and support store operations.

### *Studio Learning Mentor* — Massachusetts College of Art and Design, Boston, MA

SEPTEMBER 2022 - MAY 2024

- Managed the UX redesign of the Dynamic Media Institute program [website](#).
- Updated the DMI alumni website page, engaging with current students and alumni to gather feedback and content.

### *Multimedia 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 Impressions.
- Enhanced brand identity and campaign response rates.

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

MAY 2022 - AUGUST 2022 (Remote)

- Designed and adjusted the [3D Scene](#) using Cinema 4D and After Effects.
- Released on Spotify and YouTube with 40K+ views and 5K+ subscribers.

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

JULY 2021 - MAY 2022

- Rolled out the new baby stroller promo, including social media engagements and [marketing materials](#), which launched to over 150 local retail stores.
- Coordinated with suppliers on material decisions and color corrections.

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

MARCH 2019 - JUNE 2020

- Co-led the development of a new online store (Shopee) launched in July 2019.

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

SEPTEMBER 2016 - May 2017

- Assisted senior manager to demonstrate laser cutting and packaging for clients.

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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:** Photoshop, InDesign, Illustrator, Coursera, Microsoft Office, Google Slides, ComfyUI

**Video Production:** Premiere, Final Cut Pro, After Effects, Ableton Live

**UX Design:** Figma, Visual Studio, Miro, CSS, ReactJS, Jira, Python, GitHub

## CERTIFICATIONS

- Google UX Design Certificate (6 months)
- IBM Design Thinking Certificate (3 months)
- Google Analytics Certification (2 months)
- Apple Search Ads Certificate (1 month)
- MIT CITI Research Investigator (5 months)
- Microsoft Project Management (1 month)