XIAN-HAO (HARRY) LIAO

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Work Experience

Web Archivist Graduate Assistantship

Massachusetts College of Art and Design   09/2022 - Ongoing / Boston, MA, U.S.

Managed the DMI program website, and led a rebranding project that enhanced the interface and user experience. Achievements include a 20% increase in user engagement, 30% faster page load times, and a 25% rise in user satisfaction after the redesign.

Design Internship

BJ's Wholesale Club Holdings Inc   05/2023 - 08/2023 / Marlborough, MA, U.S.

Interned at BJ's Wholesale Club Creative Team, created social motion graphics, increased engagement by 40%, and designed marketing materials that enhanced brand identity, leading to a 15% uptick in campaign response rates.

3D Artist

Future House Music   05/2021 - 07/2022 / Amsterdam, Netherlands, Remote

Design and adjustment the 3D Scene by using C4D. Discuss back and forth with clients to finalize artwork. Released on Spotify, and YouTube with 40K+ views and 5K+ subscribers.

Graphic Designer

ABC Design.tw   07/2021 - 05/2022 / Taichung City, Taiwan

Represent ABC Design.de's products in Taiwan. Rolled out new product ideas including social media engagements and marketing materials which launched to over 150 local retail stores. Facilitated cross-departmental work and served as the go-to person of the design department. Coordinated with suppliers on material decisions and color corrections to support new product launches.

Product Photographer

Bonneboutique Shop   03/2019 - 06/2020 / Taichung City, Taiwan

Co-led the design and development of a new online store launched in July 2019. Conducted professional photoshoots, including scene preparations for products in the online store. Ran promotional events on social media and increased sales amount by 40%.

Education

MFA in Dynamic Media Institute, Massachusetts College of Art and Design (MassArt)

Cross-regist at MIT Media Lab, Massachusetts Institute of Technology (MIT)

Bachelor of Design, National Taichung University of Science and Technology (NTCUST)

Certifications

Google UX Design Certificate: User research and strategy, UX design, Product design, Wireframing, Prototyping

MIT CITI Biomedical Research Investigators: Consent form for biomedical procedures, IRB application, Usability testing

Microsoft: Career Essentials in Generative AI: Fundamentals of generative AI, Emerging trends / future outlook

LinkedIn Marketing Strategy Certification: Content creation and strategy, Graphic design, LinkedIn advertising

Google Ads Display Certificate: Google ads display fundamentals, Responsive Campaigns design, Ad formats

——————— references available upon request ———————