

XIAN-HAO LIAO

# HARRY LIAO

VISUAL DESIGNER

LINKEDIN

<https://www.linkedin.com/in/xian-hao-liao>

PORTFOLIO

<https://www.behance.net/xianhaoliao-design>

## PROFILE

Xian-Hao (Harry) Liao

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[harry@xianhaoliao.site](mailto:harry@xianhaoliao.site)

San Jose, CA, 95117

Bay Area, USA

**Language:** English, Mandarin

**Visual Design:** Adobe Creative Cloud

**Motion Graphics:** Cinema 4D, Octane

**Web Design:** Figma, WordPress, GitHub

## EDUCATION

### Master of Fine Arts: Dynamic Media Institute

Massachusetts College of Art and Design

SEP 2022 - MAY 2024  
Boston, MA, USA

### Training

- Human 2.0 (Prosthesis)
- Brain-Computer Interface (BCI)

Massachusetts Institute of Technology

JAN 2023 - DEC 2023  
Cambridge, MA, USA

### Bachelor of Arts: Graphic Design

National Taichung University of Science and Technology

SEP 2016 - July 2020  
Taichung City, Taiwan

## EXPERIENCE

### Website UX Design Graduate Assistant

Massachusetts College of Art and Design

Sep 2022 - May 2024 | Boston, MA, USA

- Managed the DMI program website and update DMI events.
- Led a rebranding project that increased user engagement and brand identity in 2023 November - 2024 May.
- Improved page load times by 30% faster and a 25% rise in user interface satisfaction after the redesign.

### Design Intern

BJ's Wholesale Club

May 2023 - Aug 2023 | Marlborough, MA, USA

- 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

May 2022 - Aug 2022 | (Remote) Rotterdam, Netherlands

- Designed and adjusted the 3D Scene by using C4D.
- Discussed back and forth with clients to finalize artwork.
- Released on YouTube and increased 40K+ views and 5K+ subscribers.

### Graphic Designer

ABC Design.tw

May 2022 - Aug 2022 | Taichung City, 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 (Marketing+Customer Service) 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.

### Ecommerce Web Designer

Bonneboutique Shop

Mar 2019 - Jun 2020 | Taichung City, Taiwan

### Prepress Design Apprentice

Jye Tsae Color Printing Co Ltd

Sep 2016 - May 2017 | Taichung City, Taiwan