

# XIAN-HAO (HARRY) LIAO

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## EDUCATION

**Massachusetts College of Art and Design, Dynamic Media Institute** **Boston, MA, United States**

*Master of Fine Arts: Multi-Media Design | Exhibitions: MassArt Frances Euphemia Thompson Gallery, MIT Media Lab, Boston Cyberarts Gallery, Cambridge Public Library, New England Conservatory, Boston Children Museum*

**Massachusetts Institute of Technology, Media Lab** **Cambridge, MA, United States**

*Training | Human 2.0 (Prosthetics) with Dr. Hugh Herr, Brain-Computer Interfaces (BCI) with Dr. Nataliya Kosmyna*

**National Taichung University of Science and Technology** **Taichung City, Taiwan**

*Bachelor of Arts: Graphic Design | Honors: **Bronze** - NTCUST Design Award, Commercial Design Final Project President, Best of Young Pin Design Award in Digital Multimedia, **Silver** - 2020 KT Awards in Digital Game*

## WORK EXPERIENCE

**The UPS Store** **Newton Centre, MA, United States**

### Digital Print Specialist

2024

*Reference: Anand Patel*

- Managed the integration of UPS's printing services and worked closely with clients on print production for marketing materials. Improved print services resulted in a 10% increase in monthly revenue.
- Designed promotional materials, including business cards, posters, and banners, ensuring high-quality prints.
- Grouped mail by numbers and 400+ mailbox holders, streamlined the distribution process, and redesigned the mailbox label system by incorporating enhanced mailbox holder information, resulting in projected performance improvements.

**Massachusetts College of Art and Design** **Boston, MA, United States**

### Website Designer

2022-2024

*Reference: Fish McGill*

- Enhanced website performance by image optimization, resulting in faster load times and improved user satisfaction.
- Managed content updates and maintenance for the DMI thesis website, fostering engagement with the community.
- Collaborated with faculty and students to gather requirements, ensuring the website met the needs of all stakeholders.

### Studio Learning Instructor

2023-2024

*Reference: Luanne Witkowski*

- Hosted workshops weekly to teach undergraduate students how to build their portfolio websites and mentored students through the process of selecting and organizing their best work to enhance their portfolios effectively.
- Provided one-on-one support and feedback to students, helping them improve their design and technical ability.
- Developed comprehensive instructional materials for workshop participants, ensuring a practical application of skills.

**BJ's Wholesale Club** **Marlborough, MA, United States**

### Multimedia Design Intern

Summer 2023

*Reference: Pete Buhler*

**Graphic Designer & Animator:** Partnered with the Senior Art Director to create social media marketing materials.

- Accomplished social motion graphics for three high-quality ad campaigns, successfully completed three projects for Washington DC's Nationals Park and Tennessee NASCAR, and redesigned YouTube channel visuals.
- Developed visual content for digital and print marketing channels, ensuring engaging and instructional materials.
- Assisted in the production of promotional videos and animations, contributing to multimedia learning solutions.

**Future House Music** **Rotterdam, South Holland, Netherlands**

### Remote 3D Artist

Summer 2022

*Reference: Robby Laterveer*

- Designed 3D scenes using Cinema 4D and After Effects, creating visually compelling content for digital platforms.
- Successfully released the project on Spotify and YouTube, achieving over 40K views and garnering 5K+ subscribers.

**ABC Design Taiwan** **Taichung City, Taiwan**

### Graphic Designer

2021-2022

*Reference: Anderson Hsu*

- Rolled out new product ideas, including innovative social media engagements and marketing materials, successfully launching them across over 150 local retail stores, significantly increasing product visibility and driving user interest.
- Designed promotional materials, including brochures, posters, and banners, focusing on clear communication.

## Previous Relevant Experience

*Ecommerce Web Designer: Bonneboutique Shop (2019), Prepress Design Apprentice: Jye Tsae Color Printing Co Ltd (2017)*

## SKILLS & INTERESTS

**Computer:** Adobe CC, Cinema 4D, Octane Render, Blender, Stable Diffusion, Microsoft Office, **Figma**, Visual Studio Code, Miro, Html, CSS, ReactJS, Jira, Unity, Python, GitHub, Wix, **WordPress**, CMS, Google Analytics, Framer, LMS

**Certifications:** • **IBM Design Thinking Certificate** • **Google UX Design Certificate** • Google Analytics Certification

• MIT CITI Research Investigator • Google Ads Display Certificate • Microsoft Project Management Certificate