

# Xian-Hao Liao

## Graphic Designer

Creative graphic designer with two years of experience. Live long and prosper.

[harry90522@gmail.com](mailto:harry90522@gmail.com) / 886 9 31350363 / Taichung, Taiwan / <https://xian-hao-liao.com>

## EDUCATION

The Department of Commercial Design, National Taichung University of Science and Technology

09/2016 - 07/2020, GPA: 4.0

### Courses

- Printing Design
- 3D Computer Graphics
- Multimedia System Design
- Digital Video Production
- Consumer' Psychology

## WORK EXPERIENCE

### Graphic Designer

Hung Siang International Corporation

07/2021 - Present, Taichung

Agent of "ABC design" (A Germany baby stroller brand )

### Achievements/Tasks

- Rolled out new product ideas including social media engagements and marketing materials which launched to over 150 local retail stores.
- Facilitated cross-departmental work scheduling and served as the go-to person of the design department.
- Coordinated with supplier on material decisions and color corrections to support new product launch.

### Graphic Designer

Ling Ful Trading Company Ltd.

03/2019 - 06/2020, Taichung

Traditional Wedding Goods Manufacturer

### Achievements/Tasks

- 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 20%.

### Layout Designer

Jye Tsae Color Printing Company Ltd.

09/2016 - 05/2017, Taichung

Design, Prepress Editing, and Printing Company

### Achievements/Tasks

- Accomplished over 100 client projects in design and layout of pre-press and printing in a team of 5.
- Assisted senior team members to demonstrate high-precision laser cutting and packaging to clients.
- Conceptualized client ideas and performed photo post-processing in Photoshop.

## PERSONAL PROJECTS

Sunny Wang Celebrity Branding Project

Graphic Designer, 07/2021 - Present

- Coordinated requirements with a photography team.
- Performed commercial photo post-processing.
- Designed ultra-sized promotional cardboard cut-outs for commercial display.

NTCUST Youth Innovation Base Webpage Design

Team Leader, 01/2020 - 06/2020

- Led a web design team for new performance center.
- Implemented front-end using HTML/CSS/JS.
- Built-up alumni network database of over 150+.

DJCK Music Video

Video Producer, 08/2018 - 06/2020

- Released on Spotify, YouTube Music with 100K+ views and 1K+ subscribers.
- Collaborated with music artist to visualize innovative ideas for music videos.
- Created spectrum animation for the video.

## CLUBS/ ORGANIZATIONS

Department of Commercial Design Graduation Project Committee

General Event Coordinator, 09/2019 - 06/2020

Taiwan Electronic Dance Music Workshop

Primary Host, 08/2018 - 10/2019

National Wen-Hua Senior High School Mass Communication Club

Club class instructor, 2017

## CERTIFICATES

Google Ads Display Certification

since 10/2021

Prepress Process Class B Technician Certificate

since 03/2016

## LANGUAGES

Mandarin / Native

English / Professional Working Proficiency

## SKILLS

- UI/UX
- Illustrator
- Cinema 4D
- Premiere
- Music Production
- After Effects

## INTERESTS

Filming / Reading / Weight Training