

# XIAN-HAO (HARRY) LIAO

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## WORK EXPERIENCE

### The UPS Store

Newton Centre, MA, United States

#### **Digital Print Specialist / Assistant Store Manager**

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 mailbox holders, streamlined the distribution process, and redesigned the mailbox label system by incorporating enhanced mailbox holder information, resulting in projected performance improvements.
- Managed Center Associates to accelerate the international shipment process and customer service effectively.

### 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 Mentor**

2023-2024

Reference: [Luanne Witkowski](#)

- Hosted workshops 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)

## EDUCATION

### Massachusetts College of Art and Design

Boston, MA, United States

Master of Fine Arts: Dynamic Media Institute | **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 Interface (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](#)

## 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, Microsoft Visio, LMS  
**Language:** Native Mandarin | **Interests:** house music, DJ, spinning bike, flat design artwork, personal finance, cooking  
**Certifications:** • Google UX Design Certificate • IBM Design Thinking Certificate • Google Analytics Certification • MIT CITI Research Investigator • Google Ads Display Certificate • Microsoft Project Management • LinkedIn Ads Campaign Certification