

XIAN-HAO (HARRY) LIAO

XLIAO1737@MASSART.EDU | +1 (857) 693-8315 | MEDFORD, MA | [LINKEDIN](#) | [PORTFOLIO](#)

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:** English, Mandarin | **Interests:** video games, music, flat design artwork, DJ, personal finance

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 Certification